

# Journal



# of PR research

## Middle East

Journal of Public Relations Research Middle East

Scientific refereed Journal - Published by Egyptian Public Relations Association – Tenth Issue – January / March 2016

### Abstracts Researches in Arabic:

- **Prof. Dr. Mohamed Ali Gharib** - Umm- Al Qura University  
Future Vision to develop Media and Development researches, literature and methods of teaching 7
- **Associate Prof. Dr. Mona Ahmed Mustafa Omran** - University of Modern Science in Dubai
- **Dr. Ahmed Refaey** - University of Modern Science in Dubai  
The role of Social Networking Sites on the Egyptian University Youths regarding the acquisition of Citizenship Values 10
- **Associate Prof. Dr. Hana Sayed Mohammad Ali** - Menofia University  
TV lengthy Advertising shows intervening films & Serials and their impact on the mood of the public "A field study" 11
- **Dr. Merhan Mohsen Tantawy** - Ajman University of Science & Technology  
The Role of Social media in enhancing corporate social responsibility communications A Case study on Etihad airways 13
- **Dr. Mohamed Hosni Hussein Mahrous** – Al-Azhar University  
Factors affecting the Social Responsibility Programs of Companies in Egypt ( Field Study) 14
- **Dr. Abdulkarim Ajmi Ziani**– Bahrain University  
The Arabic Press and the Palestinian refugee issue, A survey of the content of newspapers; "Al Quds Al Arabi, Al-Ahram Egyptian, Bahraini Al Ayam." 17

(ISSN 2314-8721)

Egyptian National Scientific & Technical  
Information Network  
(ENSTINET)

Copyright ©2016 EPRA

[www.epra.org.eg](http://www.epra.org.eg)





**Journal of Public Relations Research Middle East  
(JPRR.ME)**

**Scientific Refereed Journal**

**- Tenth issue - January / March 2016**

**Founder & Chairman**

**Dr. Hatem Saad**

**Chair of EPRA**

**Editor in Chief**

**Prof. Dr. Aly Agwa**

Professor of Public Relations & former Dean of Faculty  
of Mass Communication - Cairo University  
Chair of the Scientific Committee of EPRA

**Editorial Manager**

**Prof. Dr. Mohamed Moawad**

Media Professor at Ain Shams University & former Dean of  
Faculty of Mass Communication - Sinai University  
Chair of the Consulting Committee of EPRA

**Editorial Assistants**

**Prof. Dr. Rizk Abd Elmoaty**

Professor of Public Relations  
Misr International University

**Dr. El-Sayed Abdel-Rahman**

Assistant Professor of Public Relations  
Mass Communication Faculty – Sinai University

**English Reviewer**

**Ahmed Badr**

**Address**

**Egyptian Public Relations Association**

Arab Republic of Egypt  
Giza - Dokki

Ben Elsarayat - 2 Ahmed Zayat Street

Mobile: +201141514157

Tel : +2237620818

[www.epra.org.eg](http://www.epra.org.eg)

[jpr@epra.org.eg](mailto:jpr@epra.org.eg)

## **Scientific Board \*\***

**JPRR.ME**

**Prof. Dr. Aly Agwa** (Egypt)

Professor of Public Relations and former Dean of the Faculty of Mass Communication, Cairo University

**Prof. Dr. Thomas A. Bauer** (Austria)

Professor of Mass Communication at the University of Vienna

**Prof. Dr. Mona Al-Hadedy** (Egypt)

Professor of radio and television – Faculty of Mass Communication, Cairo University

**Prof. Dr. Yas Elbaiaty** (Iraq)

Professor of Journalism at the University of Baghdad, Vice Dean of the Faculty of Media and Information  
and Humanities, Ajman University of Science

**Prof. Dr. Enshirah el SHAL** (Egypt)

Professor of Media at the Faculty of Mass Communication, Cairo University (State Doctorate in Arts and  
Humanities from France)

**Prof. Dr. Hassan Mekawy** (Egypt)

Professor of radio and television – Faculty of Mass Communication, Cairo University

**Prof. Dr. Nesma Younes** (Egypt)

Professor of Radio & Television at the Faculty of Mass Communication, Cairo University

**Prof. Dr. Mohamed Moawad** (Egypt)

Media professor at Ain Shams University & former Dean of Faculty of Mass Communication - Sinai  
University

**Prof. Dr. Samy Abd Elaziz** (Egypt)

Professor of public relations and marketing communications for the former Dean of the Faculty of  
Information, Cairo University

**Prof. Dr. Abd Elrahman El Aneel** (KSA)

Professor of Media and Public Relations Department of the Faculty of Media Arts - King Saud University

**Prof. Dr. Mahmoud Yousef** (Egypt)

Professor of Public Relations - Faculty of Mass Communication, Cairo University

**Prof. Dr. Samy Taya** (Egypt)

Professor and Head of Public Relations Faculty of Mass Communication - Cairo University

**Prof. Dr. Basyouni Hamada** (Egypt)

Professor of media and public opinion, political - Faculty of Mass Communication, Cairo University

**Prof. Dr. Sherif Darwesh Allaban** (Egypt)

Professor of printing press & Vice-Dean for Community Service at the Faculty of Mass  
Communication, Cairo University

**Prof. Dr. Hassan Aly** (Egypt)

Professor of Radio & Television and Head of Mass Communication Department – Faculty of  
Arts - Mina University

**Prof. Dr. Mahmoud Hassan Ismael** (Egypt)

professor of Culture Media and Children at Ain Shams University

**Prof. Dr. Hamdy Abo Alenen** (Egypt)

Media professor and dean of the Faculty of Al-Ahsan and Mass Communication, Vice President of the  
International University of Egypt

**Prof. Dr. Othman Al Arabi** (KSA)

Professor of Public Relations and the former head of the media department at the Faculty of Arts – King  
Saud University

**Prof. Dr. Abden Alsharef** (Libya)

Media professor and dean of the College of Arts and Humanities at the University of Zaytuna – Libya

**Prof. Dr. Waled Fathalha Barakat** (Egypt)

Professor of Radio & Television and Vice-Dean for Student Affairs at the Faculty of Mass  
Communication, Cairo University

**Prof. Dr. Tahseen Mansour** (Jordan)

Professor of Public Relations at the Faculty of Mass Communication, Yarmouk University

**Prof. Dr. Mohamed Elbokhary** (Syria)

Professor, Department of Public Relations and Publicity, School of Journalism, University of MF Uzbek  
national Ulugbek Beck

**Prof. Dr. Ali Kessaissia**, (Algeria)

Professor, Faculty of Media Science & Communication, University of Algiers-3.

**Prof. Dr. Redouane BoudJema**, (Algeria)

Professor, Faculty of Media Science & Communication, University of Algiers-3.

\*\* Names are arranged according to the date of obtaining the degree of a university professor.

# Journal of Public Relations Research Middle East

**I**t is a scientific journal that publishes specialized research papers in Public Relations, Mass Media and Communication after peer refereeing these papers by a number of specialized Professors.

The journal is affiliated to the Egyptian Public Relations Association, the first Egyptian specialized scientific association in public relations.

- The journal is accredited, Classified internationally for its printed and electronic version from the Academy of Scientific Research and Technology in Cairo And classified by the Committee of Scientific Promotion Specialization media - Supreme Council of Universities.
- This journal is published quarterly.
- The journal accepts publishing books, conferences, workshops and scientific Arab and international events.
- The journal publishes advertisements on scientific search engines, Arabic and foreign publishing houses according to the special conditions adhered to by the advertiser.
- It also publishes special research papers of the scientific promotion and for researchers who are about to defend master and Doctoral theses.
- The publication of academic theses that have been discussed, scientific books specialized in public relations and media and teaching staff members specialized scientific essays.

## **Publishing rules:**

- It should be an original Manuscripts that has never been published.
- Arabic, English, French Manuscripts are accepted however a one page abstract in English should be submitted if the Manuscripts is written in Arabic.
- The submitted Manuscripts should be in the fields of public relations and integrated marketing communications.
- The submitted scientific Manuscripts are subject to refereeing unless they have been evaluated by scientific committees and boards at recognized authorities or they were part of an accepted academic thesis.
- The correct scientific bases of writing scientific research should be considered. It should be typed, in Simplified Arabic, 14 points font for the main text. The main and sub titles, in Bold letters. English Manuscripts should be written in Times New Roman.
- References are mentioned at the end of the Manuscripts in a sequential manner.
- References are monitored at the end of research, according to the methodology of scientific sequential manner and in accordance with the reference signal to the board in a way that APA Search of America.
- The author should present a printed copy and an electronic copy of his manuscript on a CD written in Word format with his/her CV.
- In case of accepting the publication of the manuscript in the journal, the author will be informed officially by a letter. But in case of refusing, the author will be informed officially by a letter and part of the research publication fees will be sent back to him soon.
- If the manuscript required simple modifications, the author should resent the manuscript with the new modifications during one week after the receipt the modification notes, and if the author is late, the manuscript will be delayed to the upcoming issue, but if there are thorough modifications in the manuscript, the author should send them after 15 days.

- The publication fees of the manuscript for the Egyptians are: 850 L.E. and for the Expatriate Egyptians and the Foreigners are: 450 \$.
- If the referring committee refused and approved the disqualification of publishing the manuscript, an amount of 250 L.E. will be reimbursed for the Egyptian authors and 130 \$ for the Expatriate Egyptians and the Foreigners.
- The manuscript does not exceed 35 pages of A4 size. 20 L.E. will be paid for an extra page for the Egyptians and 5 \$ for Expatriate Egyptians and the Foreigners authors.
- A special 10 % discount of the publication fees will be offered to the Egyptians and the Foreign members of the Fellowship of the Egyptian Public Relations Association for any number of times during the year.
- Three copies of the journal and three Extracted pieces from the author's manuscript after the publication.
- The fees of publishing the scientific abstract of (Master's Degree) are: 250 L.E. for the Egyptians and 150 \$ for the Foreigners.
- The fees of publishing the scientific abstract of (Doctorate Degree) are: 350 L.E. for the Egyptians and 180 \$ for the Foreigners. As the abstract do not exceed 8 pages and a 10 % discount is offered to the members of the Egyptian Society of Public Relations. Three copies of the journal will be sent to the author's address.
- Publishing a book offer costs LE 700 for the Egyptians and 300 \$US for foreigners.
- Three copies of the journal are sent to the author of the book after the publication to his/her address. And a 10% discount is offered to the members of the Egyptian Society of Public Relations.
- For publishing offers of workshops organization and seminars, inside Egypt LE 600 and outside Egypt U.S. \$ 350 without a limit to the number of pages.
- The fees of the presentation of the International Conferences inside Egypt: 850 L.E. and outside Egypt: 450 \$ without a limitation of the number of pages.
- All the research results and opinions express the opinions of the authors of the presented research papers not the opinions of the Egyptian Association for Public Relations.
- Submissions will be sent to the chairman of the Journal.

## **Address:**

Egyptian Public Relations Association,  
 Arab Republic of Egypt, Gizza, El-Dokki, Bein El-Saray, 2 Ahmed El-zayat Street.  
 And also to the Association email: [jpr@epra.org.eg](mailto:jpr@epra.org.eg), or [epra\\_cairo@yahoo.com](mailto:epra_cairo@yahoo.com),  
[dr\\_hatematef2000@yahoo.com](mailto:dr_hatematef2000@yahoo.com), after paying the publishing fees and sending a copy of the receipt.

All rights reserved.

None of the materials provided on this Journal or the web site may be used, reproduced or transmitted, in whole or in part, in any form or by any means, electronic or mechanical, including photocopying, recording or the use of any information storage and retrieval system, except as provided for in the Terms and Conditions of Use of Egyptian public Relations Association, without permission in writing from the publisher.

And all applicable terms and conditions and international laws with regard to the violation of the copyrights of the electronic or printed copy.

ISSN for the printed copy

(ISSN 2314-8721)

ISSN of the electronic version

(ISSN 2314-8723X)

To request such permission or for further enquires, please contact:

**EPRA Publications**

Egyptian Public Relations Association, Gizza, Egypt  
Dokki, Ben Elsarayat -2 Ahmed Elzayat St.

Email: [chairman@epra.org.eg](mailto:chairman@epra.org.eg) - [jpr@epra.org.eg](mailto:jpr@epra.org.eg)

Web: [www.epra.org.eg](http://www.epra.org.eg)      [www.jpr.epra.org.eg](http://www.jpr.epra.org.eg)

Phone: (+2) 0114 -15 -14 -157 - (+2) 0114 -15 -14 -151 - (+2) 02-376-20 -818

## **TV lengthy Advertising shows intervening films & Serials and their impact on the mood of the public "A field study"**

*Dr. Hana Sayed Mohammad Ali*  
Associate Professor of Mass Communication  
Menofia University

### **Abstract**

The current research aims to identify the impact of television lengthy advertising shows intervening movies and serials on the mood of the public. As it was applied to a random sample of 400 cases of the public, so as to check out several hypotheses and answer a number of questions.

The results showed the following:

- The proportion of respondents with high level of exposure to satellite channels amounted to 36.39% of the total sample, while the percentage of respondents with middle level of exposure is 42.93%, and the proportion of respondents with low level of exposure was 20.68%.
- The proportion of respondents with high level of exposure to dramatic works amounted to 18.05% of the total number watching satellite channels out of the total sample, while the percentage of respondents with middle level of exposure to dramatic works is 26.63%, and the proportion of respondents with low level of exposure to the dramatic works was 55.33%.
- Respondents ratio with a high level of exposure to lengthy advertising television shows amounted to 23.87% of the total numbers who are watching dramatic works of the total numbers who are watching Satellite channels of the sample total numbers, while the percentage of respondents with a middle-level of exposure to lengthy advertising television shows were 29.35%, and the respondents ratio with a low-level of exposure to lengthy television advertising offers 50.00%.
- There is a connectivity and statistically significant relationship between respondents' exposure ratio to satellite channels and the different levels of exposure to serials and movies, that is to say, the greater the exposure of respondents to satellite, The greater and increasing exposure to serials and movies.
- There is a statistically significant relationship between exposure on the part of the respondents to the serials and movies levels and between different levels of exposure to lengthy advertising television shows, that is to say, the greater

- the exposure of respondents to serials and movies, the greater and increasing the intensity of exposure to lengthy television advertising shows.
- There are statistically significant differences between the mean scores of the respondents according to the mood scale depending on the difference in the different levels of exposure to lengthy advertising television shows, meaning that the mood is getting worse as a result of continuous exposure to cutting films and lengthy advertising television serials shows.
  - There are statistically significant differences between the mean scores of the respondents according to the exposure scale to lengthy advertising television shows depending on the different levels of credibility secured by the respondents.
  - Different Levels of exposure of the respondents to movies and serials intervened with lengthy advertising Television shows according to the mood resulting from exposure to these advertising shows.
  - There were no statistically significant differences between the mean scores of the respondents according to the exposure scale of extended television advertising shows depending on the different demographic variables.
  - Exposure levels to movies and serials which intervened with lengthy TV advertising shows, increases within the respondents with moderate socioeconomic level more than those with high and low social economic level.
  - There are significant differences between the mean scores of the respondents according to the mood scale depending on the different demographic variables.
  - Bad mood resulting from exposure to movies and series that were intervened with lengthy advertising TV shows, increases within the respondents with low social economic level more than those with high and moderate social and economic level.

**Key words:**

Advertising TV shows - Mood Status