



Media and the Corona pandemic: credibility or crises and rumors?

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Publications: Al Arabia Public Relations Agency

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- Submissions will be sent to the chairman of the Journal.

Address:

Al Arabia Public Relations Agency,
Arab Republic of Egypt, Menofia, Shibeen El-Kom, Crossing Sabry Abo Alam st. & Al- Amin st.
Postal Code: 32111 - P.O Box: 66

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ISSN for the printed copy

(ISSN 2314-8721)

ISSN of the electronic version

(ISSN 2314-873X)

Egyptian National Scientific & Technical Information Network
(ENSTINET)

With the permission of the Supreme Council for Media Regulation in Egypt
Deposit number : 24380 /2019

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Fax: (+2) 048-231-00 -73

The Journal is indexed within the following international digital databases:



Covid_19, Mass Communication & New Media : *Deep Changes in Practice and Research Methods*

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Abstract

This piece of work is, as it is showed from the above title, about the implications of the Corona Virus called Covid-19 on the Audiences of the Mass Communication Media and on the Users of the New Media. It is actually believed that deep changes in audience and user behavior have been happened due to home confinement and social distancing in order to stop the virus spread.

Covid_19 Crisis has a first impact on the communication process itself, traditional forms of communication such as face-to-face communication, group communication, and mass communication through the Old Media have been replaced by digital and virtual communication; and even by self-communication. The means of communication have also changed, New Media, especially Netizen or Social Media have occupied a first place and become the main sources of information, even in what it is called Fake News .

The dominance of digital media has empowered virtual societies emerged thanks to Information Technologies (IT) since the 1990s of the last century. In such forms of virtual societies, interaction and interactivity, reconsider individual place and roles, he becomes the social subject and individual subjectivity as well as Intersubjectivity.

The real virtuality taking place in the e-world has also affected the methods of studying, searching, and analyzing the behavior of individuals and groups under crisis circumstances such as Covid_19 .

Under Home Confinement and Social Distancing of the Pandemic, the searchers dealing with media audiences and users, have appealed the ethnographical methods, in particular the Subjective Evidence-Based Ethnography-SEBE, Auto ethnography, and Digital Auto ethnography.

Keywords: Old Media, New Media, Netizen Media, Ethnography, subjective evidence, Auto ethnography, Digital Auto ethnography.