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The Role of Promotional Campaigns for National Projects in Enhancing Egypt's Internal Reputation

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Abstract

The study aimed to show the role of promotional campaigns for national projects in enhancing Egypt's internal reputation, by examining the relationship between the level of respondents' exposure to promotional campaigns for national projects, their level of knowledge and the nature of their beliefs about them as well as examining the relationship between the level of the respondents' awareness of national projects and their level of intentions to support the state in reform and development, and then examining the relationship between the level of supportive intentions of the respondents and their evaluation of Egypt's reputation. The study used the survey method, and its electronic questionnaire tool, which was applied to a available sample consisting of (419) Egyptian individuals. The study reached several results, most notably:

- The level of the respondents' intentions to support the state in reform and development was primarily high by 56.3%, and the respondents' evaluation of Egypt's internal reputation was primarily high by 59.9%. The emotional appeal topped the studied dimensions of the reputation, while the physical appeal was the lowest.
- The results of the study showed that there were statistically significant differences between the respondents in their evaluation of Egypt's internal reputation according to their level of exposure to promotional campaigns for national projects and according to their level of interaction with them.
- The study proved the existence of a positive statistically significant correlation between the level of the respondents' intentions to support the state in reforming and development and their evaluation of Egypt's internal reputation.

Keywords: Promotional Campaigns, National Projects, Egypt's Internal Reputation, Country Reputation.