

Journal



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

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Exposure to Political Satire Through Social Networking Sites and It's Relation to Realize the Political Reality in Egypt: Applied Study On Facebook

Dr. Islam Ahmed Osman
Lecture in Hadetha University, Egypt.

Abstract

This research studies the political satire through the Social Networking Sites (SNS) especially Facebook. To know what is the nature of published content through the political sarcasms groups or political fan pages at Facebook.

This sarcasm pages, include the irony of events, characterize, and political discussions, which occurs in the current political situation.

The political sarcasm is very popular for large sector of public, and there are many people are keen to follow it through Face book. So this research interacted in discovering the role of the political satire in building awareness of its viewers towards the political reality in Egypt, and their expectations to the political events in the future. Also, to unveil to what extent the political sarcasm expresses the political realist in Egypt.

This research includes, content analysis samples of 280 posts at Facebook fan pages "Asa7by Sarcasm Society" and "Fakarhom bestehmarhom" with a time line of three months from 4 July 3013 till 9 October 2013. As a new political stage of the Egyptian history will considerably start.

The results refer to:

- The vast majority of posts were expressed with no titles .
- The language was crystalized in a form of slang language.
- Sarcasm templates were varied between Analogy and Parody .
- There is a relation between elements and ideas which included in the sarcasms posts and the current political events in society.
- The vast Majority of posts provided ideas related to the existing political situation in Egypt as respecting the Egyptian army, in terms of protecting Egypt.
- The sarcasms posts reflex the political conflict between the different parties.

