Journal of PR Research Middle East

Journal of Public Relations Research Middle East

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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

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Journal of Public Relations Research Middle East

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Future Vision to develop Media and Development researches, literature and methods of teaching

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Abstract

This study raises futuristic vision of a three-pronged:
First: The development of the Arab development and media researches.
Second, The development works of the Arab media and development.
Third, the development of the curricula of the media and development.

Through several levels of development include future research agenda, research approaches, theoretical frameworks, employing the results of research and studies for the benefit of the local Egyptian Community, the Arab and Global world.

The researcher depends on the scientific method of reviewing and analyzing some of the Media Researches and Arab and foreign development applied during the last decade 2002-2012, in this proposed study for the development of research and literature and the teaching of media development; also, the review and analysis of some of the works of Arab and foreign media and development conducted since 1992 and so far.

This result from the lack of literature in this period, with a review of the content of the media curricula and development in the bachelor phase at media Department, Faculty of Arts - Zagazig University and place it in the department teaching list.

This study deals with monitoring and analysis the literature of the Arab media research and development, as well as critical analysis of some of the research and writings of foreign media and Development, in order to reach the futuristic vision through which the Arab writings media research and development can be developed, and then derive a future vision for the development of teaching media curricula and Development in the Arab and Egyptian universities.

Objectives of the study:

This study aims at

-Access to draw a future vision for the development of Arab and foreign media research and development, relying on the information base regarding the previous scientific heritage in this area, which allows the researcher to conduct monitoring and analysis and criticism.

-Identify the key trends of theoretical writings in the media and development and to develop a future vision for development.

-Develop new proposals to teach media and development curricula at the university level.

Study Methodology and Tools (procedures):

This study is mainly based on the critical analysis of media-related researches and development and scientific literature, which is located under the qualitative analysis of the second level studies (second analysis) for the presence of specific materials analysis study already.

Sample and Study Population:

This study focused on the research and writings of Arab and foreign media and development during the period from 1992 to 2012 for the Arab and foreign books due to lack of Arab production in this area.

While scientific researches focused on the period from 2002 to 2012 due to the abundance of international production in this area despite its limitation in Arab researches, forcing the researcher to use the style of comprehensive inventory to identify a sample of research and literature Arabic in the field of media development, and use the style of deliberate sample in the choice of foreign research; the total sample included 142 scientific papers and authors in the field of literature and the media of Arab and foreign researches and development.

Proposal to develop Teaching method of media Curricula and development within the list of the Media Department at the Faculty of Arts, Zagazig University.

The importance of the media curricula, development and vitality and permanent regeneration - particularly - after the revolution of January 25, which imposed by the developmental developments on both levels national and local; which in turns, requires to be placed in its proper place within the media curricula.

Due to the fact it represents and the absolute necessity at the present time, and in different circumstances regarding the need of the country for sustainable development in all aspects of life, as well as to the active role of media in shedding light on urgent community issues, putting alternative solutions so as administrators can resort and take them to solve a lot of problems, so as to contribute to the development of national and local community. In order to achieve this, the researcher suggests the following:

* Increase teaching hours for the curricula by adding two practical hours through which small groups of students can be organized. Then, to assign each of them to move to the field, and prepare a report or a documentary film about one of societal problems faced by the public in the region to which they belong. Then, present it to the officials, offering a number of alternative solutions that can contribute to the solution of that problem by highlighting them through local channels, or university's newspaper to notify the citizens within the local community on how to develop these solutions and their application on reality; to contribute to the society in which they live, paving the road to achieve a comprehensive development in all parts country. (Choosing the area according

to the circumstances of each village or group of villages which are similar in the social and developmental conditions ;).

* Presentation of Teaching Method for Curricula through giving theoretical lectures, Training Hall, and inviting guests from the experts, and display-related media issues and development issues by means of audio-visual equipment, and the creation of Web sites on the Internet which allows students to see the outlines of lectures media and development, as well as a sample from the Bank of questions, and theoretical and practical assignments related to school curricula.
* Ongoing review and continuous updating of the curricula of the media and development related to the current circumstances of the community issues. This aims to enrich the knowledge of the students, as well as keeping them always aware of the events and issues related to society.

* Teaching media and development theories, and methods of influencing and persuasive communication within the media and development course, and familiarize students with the applications of those theories in the field of media and social, economic, and political development.

* Develop Curricula' specification in accordance with the academic accreditation and quality requirements in order to achieve the curricula' cognitive goals, and mental, public, and professional skills.

Based on the above, the researcher suggests that Curricula shall include the following content:

-Development concepts in the Arab and foreign studies.
-Types of development.
-Modern theories in the development and practical examples from countries around the world.
-Jobs community development locally and regionally.
-The concept of social change.
-Adopting developed ideas and deploying it within the community.
-The role of the developed ideas in the development.
-Use of new media in the development of society.
-The role of media ethics in the presentation of social problems and solve them.

It is assumed that after studying these curricula, the student shall be able to:

- Acquiring Knowledge of the cognitive and intellectual components of curriculum.
-Dealing with modern communication and information technologies and their use in the treatment of various development issues.
-Commitment to the ethics of the media profession, standards and ethics within the community and beyond.
-The acquisition of modern visions and ideas in respect of the development of Local society and its development.
-The acquisition of the social networking skills.
-Possession of leadership skills, teamwork and decision-making.
-Recognize the political, social and economic variables on both local and regional levels, and using them to serve the overall development of his society.