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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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The Role of Video Press in shaping Foreign Communities' Approaches towards Islamophobia Phenomenon

Field Study on a Sample of Arabic & non-Arabic Speaking People

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Abstract

Problem of Study:

The problem of research lies in monitoring and analyzing the opinions and approaches of foreign communities towards the Islamophobia in VP (video press) through realizing the approaches of Arabic and non-Arabic speaking communities and measuring the impact of these communities' depending on E-VP in shaping their tendencies towards the Islamophobia.

Importance of Study:

- 1- There is lack of studies on VP, its characteristics and audience and the different contents included therein which affect its audience.
- 2- Trying to explore the future of VP and its role in the Islamophobia and how to benefit from modern technology in VP and how to develop the same especially as it is an E- tool of interest.
- 3- The video is the most realistic tool to present facts, it is more credible than photos especially in view of deviation problems used by some people.
- 4- The Islamophobia requires careful study of Islam's relationship (as religion and civilization) with the West and trace western anti Islam attitude resulted from fear of The Islamophobia and how can we confront this ever growing phenomenon.
- 5- In fact western media tackle all issues related to Islam in a biased manner void of fairness and transparency. The capital of papers and TV channels in USA and Europe plays a significant role in distorting all that is related to Islam.

Study Objectives:

Main Goal: The study depends on a major goal: to monitor and describe the extent of foreign communities' dependence on VP in shaping their approaches towards The Islamophobia and the impact of such dependence.

Minor Goals:

- Define the most important VP sites on which foreign communities rely on in following the Islamophobia phenomenon.
- Measure the extent of foreign communities' credibility in VP capability of dealing with the Islamophobia phenomenon.
- Examine the reasons behind the spread of The Islamophobia.
- Explore the factors that led to The Islamophobia through VP.
- Consider the features of foreign communities' interaction with VP.

Inquiries:

- What are the molds that are most frequently used in VP?
- What are the reasons that created The Islamophobia phenomenon.?
- What are the sites used by VP to spread The Islamophobia phenomenon.?
- To what extent VP is used in The Islamophobia phenomenon.?
- What is the trend after being exposed to VP regarding The Islamophobia phenomenon.?

Terms used in this Study

Video Journalism=VP through which journalists shoot and edit events in a journalistic manner.

The Islamophobia: Anti Islam and Muslims hatred/fear based on negative stereotypes leading to bias and discrimination against Muslims by marginalizing them in social, political and public life.

Study Community: Arabic & non-Arabic speaking foreigners.

Study Sample: Deliberate sample will be chosen from VP users due to the lack of data about Arabic & non-Arabic speaking foreign communities' users comprising 200 people.

- What are the most frequently used molds in VP?
- What are the reasons behind the creation of Islamophobia?
- What are the sites used in VP to spread Islamophobia?
- To what extent VP is used in this respect?
- What is the approach after being exposed to VP regarding Islamophobia?

Terminology used:

VP is video journalism (Press) through which journalists shoot & edit events in a journalistic manner.

Islamophobia: Fear or hatred or over animosity against Islam & Muslims using negative stereotypes. This leads to prejudice and discrimination against Muslims to marginalize them in social, political and public life.

Community of Study:

It deals with Arabic & non-Arabic speaking foreign communities.

Sample of Study:

A deliberate Sample of 200 people will be selected users of VP due to lack of data about the same.

Conclusions:

The approach “ after being exposed to VP” regarding Islamophobia topics came first “ as more realistic in dealing with subjects” by presenting details of the event covering different people and all details.

-Supporting stand was bigger than the opposing one, it came second “ no control by other bodies” control is limited here.

-Explosions made by Dae’sh came first in depending on VP, September 11 events came second followed by Sunnah/Shia’ conflict. Dependence by Arabs & foreigners on VP was stronger.

-Exposure to VP came first as regards Islamophobia (hatred of Islam and Muslims) followed by contempt of Arabs and Muslims and other alternatives came after that.

