

# Journal



# of P R research

## Middle East

Journal of Public Relations Research Middle East

Scientific refereed Journal - Published by Egyptian Public Relations Association - Fourth year - Thirteenth issue - October / December 2016

Arab Impact Factor 2016 = 1.33

### Researches in French:

- **Professeur DR. Redouane Boudjema** - Université d'Alger3  
**Bouzegaou Nour El Houda** - Université d'Alger3  
Le service public de la télévision:  
Les origines du concept, et les défis de la responsabilité publique 7

### Abstracts Researches in Arabic:

- **Dr. Mohammed Hassan AlAmeri** - Baghdad University  
**Ali Sadeq Dawood AL-Saedi** - Baghdad University  
Effectiveness of direct communication and its influence on decision of Iraqi voters  
(a survey study) of Iraqi Parliament Elections in 2014 28
- **Dr. Ahmed Salim Essawi** - Umm Al Qura University  
The effect of media materials issued by the Presidency of the Two Holy Mosques affairs  
and its impact on the awareness of visitors from Arab Countries - Field Study 30
- **Dr. Thoraya Mohammed Sanusi** - Al Ghurair University in Dubai  
When the Media becomes a partner in Terrorism Crises industry: A Trial of Semiotic  
Reading 32
- **Dr. Ghada Mostafa Elbatrik** - Zagazig University  
Arab youth exposed to extremist websites intellectually and relationship to  
recognize propaganda for terrorist organizations: a field study in the framework of  
the third person effect theory 33
- **Dr. Lobna Masoud Abd El-Azem Salem** - Sinai University  
Social Networking Sites and their role in supporting the purchasing behavior of the  
Egyptian audience - A Field Study 35
- **Dr. Ayman Mohamed Ibrahim Borik** - Al Azhar university  
The Role of Social Media Websites in raising the awareness among Egyptian Youth  
of Sustainable Development Issues - A Field Study 37
- **Awatif Hassan Haidar Alyafei** - Sanaa University  
Commercial advertising applications related to the support of the social issues in  
Egypt - Analytical Study 38

(ISSN 2314-8721)

Egyptian National Scientific & Technical  
Information Network  
(ENSTINET)

Copyright 2016@EPRA

[www.epra.org.eg](http://www.epra.org.eg)





Journal of Public Relations Research Middle East  
(JPRR.ME)

Scientific Refereed Journal

- Thirteenth issue - Fourth Year - October / December 2016 -

### Founder & Chairman

**Dr. Hatem Saad**

Chair of EPRA

### Editor in Chief

**Prof. Dr. Aly Agwa**

Professor of Public Relations & former Dean of Faculty  
of Mass Communication - Cairo University  
Chair of the Scientific Committee of EPRA

### Editorial Managers

**Prof. Dr. Mohamed Moawad**

Media Professor at Ain Shams University & former Dean  
of Faculty of Mass Communication - Sinai University  
Chair of the Consulting Committee of EPRA

**Prof. Dr. Mahmoud Youssef**

Professor of Public Relations & former Vice Dean  
Faculty of Mass Communication - Cairo University

### Editorial Assistants

**Prof. Dr. Rizk Abd Elmoaty**

Professor of Public Relations  
Misr International University

**Dr. Thouraya Snoussi**

Assistant Professor & Head of Public Relations Dep.  
College of Mass Communication - Al Ghurair University

**Dr. Mohammed Al-Aamri**

Assistant Professor & Head of Public Relations &  
Advertising Department  
College of Mass Communication - Baghdad University

**Dr. El-Sayed Abdel-Rahman**

Assistant Professor of Public Relations  
Mass Communication Faculty – Sinai University

### English Reviewer

**Ahmed Badr**

**Arabic Reviewer**

**Sabry Solaiman**

### Address

**Egyptian Public Relations Association**

Arab Republic of Egypt  
Giza - Dokki

Ben Elsarayat - 2 Ahmed Zayat Street

Mobile: +201141514157

Tel : +2237620818

www.epra.org.eg

jpr@epra.org.eg

## Scientific Board \*\*

**JPRR.ME**

**Prof. Dr. Aly Agwa** (Egypt)

Professor of Public Relations and former Dean of the Faculty of Mass Communication, Cairo University

**Prof. Dr. Thomas A. Bauer** (Austria)

Professor of Mass Communication at the University of Vienna

**Prof. Dr. Mona Al-Hadedy** (Egypt)

Professor of radio and television – Faculty of Mass Communication, Cairo University

**Prof. Dr. Yas Elbaity** (Iraq)

Professor of Journalism at the University of Baghdad, Vice Dean of the Faculty of Media and Information  
and Humanities, Ajman University of Science

**Prof. Dr. Hassan Mekawy** (Egypt)

Professor of radio and television – Faculty of Mass Communication, Cairo University

**Prof. Dr. Nesma Younes** (Egypt)

Professor of Radio & Television at the Faculty of Mass Communication, Cairo University

**Prof. Dr. Mohamed Moawad** (Egypt)

Media professor at Ain Shams University & former Dean of Faculty of Mass Communication - Sinai  
University

**Prof. Dr. Samy Abd Elaziz** (Egypt)

Professor of public relations and marketing communications for the former Dean of the Faculty of  
Information, Cairo University

**Prof. Dr. Abd Elrahman El Aned** (KSA)

Professor of Media and Public Relations Department of the Faculty of Media Arts - King Saud University

**Prof. Dr. Mahmoud Youssef** (Egypt)

Professor of Public Relations - Faculty of Mass Communication, Cairo University

**Prof. Dr. Samy Taya** (Egypt)

Professor and Head of Public Relations Faculty of Mass Communication - Cairo University

**Prof. Dr. Sherif Darwesh Allaban** (Egypt)

Professor of printing press & Vice-Dean for Community Service at the Faculty of Mass  
Communication, Cairo University

**Prof. Dr. Barakat Abdul Aziz Mohammed** (Egypt)

Professor of radio and television & Vice-Dean of the Faculty of Mass Communication for  
Graduate Studies and Research, Cairo University

**Prof. Dr. Hassan Aly** (Egypt)

Professor of Radio & Television and Head of Mass Communication Department – Faculty of  
Arts - Mina University

**Prof. Dr. Mahmoud Hassan Ismael** (Egypt)

professor of Culture Media and Children at Ain Shams University

**Prof. Dr. Hamdy Abo Alenen** (Egypt)

Media professor and dean of the Faculty of Information and tongues Vice President of the International  
University of Egypt

**Prof. Dr. Othman Al Arabi** (KSA)

Professor of Public Relations and the former head of the media department at the Faculty of Arts – King  
Saud University

**Prof. Dr. Abden Alsharef** (Libya)

Media professor and dean of the College of Arts and Humanities at the University of Zaytuna – Libya

**Prof. Dr. Waled Fathalha Barakat** (Egypt)

Professor of Radio & Television and Vice-Dean for Student Affairs at the Faculty of Mass  
Communication, Cairo University

**Prof. Dr. Tahseen Mansour** (Jordan)

Professor of Public Relations at the Faculty of Mass Communication, Yarmouk University

**Prof. Dr. Mohamed Elbokhary** (Syria)

Professor, Department of Public Relations and Publicity, School of Journalism, University of MF Uzbek  
national Ulugbek Beck

**Prof. Dr. Ali Kessaissia**, (Algeria)

Professor, Faculty of Media Science & Communication, University of Algiers-3.

**Prof. Dr. Redouane BoudJema**, (Algeria)

Professor, Faculty of Media Science & Communication, University of Algiers-3.

\*\* Names are arranged according to the date of obtaining the degree of a university professor.

# Journal of Public Relations Research Middle East

**I**t is a scientific journal that publishes specialized research papers in Public Relations, Mass Media and Communication after peer refereeing these papers by a number of specialized Professors.

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

- The journal is accredited, Classified internationally for its printed and electronic version from the Academy of Scientific Research and Technology in Cairo And classified by the Committee of Scientific Promotion Specialization media - Supreme Council of Universities.
- This journal is published quarterly.
- The journal accepts publishing books, conferences, workshops and scientific Arab and international events.
- The journal publishes advertisements on scientific search engines, Arabic and foreign publishing houses according to the special conditions adhered to by the advertiser.
- It also publishes special research papers of the scientific promotion and for researchers who are about to defend master and Doctoral theses.
- The publication of academic theses that have been discussed, scientific books specialized in public relations and media and teaching staff members specialized scientific essays.

## **Publishing rules:**

- It should be an original Manuscripts that has never been published.
- Arabic, English, French Manuscripts are accepted however a one page abstract in English should be submitted if the Manuscripts is written in Arabic.
- The submitted Manuscripts should be in the fields of public relations and integrated marketing communications.
- The submitted scientific Manuscripts are subject to refereeing unless they have been evaluated by scientific committees and boards at recognized authorities or they were part of an accepted academic thesis.
- The correct scientific bases of writing scientific research should be considered. It should be typed, in Simplified Arabic, 14 points font for the main text. The main and sub titles, in Bold letters. English Manuscripts should be written in Times New Roman.
- References are mentioned at the end of the Manuscripts in a sequential manner.
- References are monitored at the end of research, according to the methodology of scientific sequential manner and in accordance with the reference signal to the board in a way that APA Search of America.
- The author should present a printed copy and an electronic copy of his manuscript on a CD written in Word format with his/her CV.
- In case of accepting the publication of the manuscript in the journal, the author will be informed officially by a letter. But in case of refusing, the author will be informed officially by a letter and part of the research publication fees will be sent back to him soon.
- If the manuscript required simple modifications, the author should resent the manuscript with the new modifications during one week after the receipt the modification notes, and if the author is late, the manuscript will be delayed to the upcoming issue, but if there are thorough modifications in the manuscript, the author should send them after 15 days.

- The publication fees of the manuscript for the Egyptians are: 850 L.E. and for the Expatriate Egyptians and the Foreigners are: 450 \$.
- If the referring committee refused and approved the disqualification of publishing the manuscript, an amount of 250 L.E. will be reimbursed for the Egyptian authors and 130 \$ for the Expatriate Egyptians and the Foreigners.
- The manuscript does not exceed 35 pages of A4 size. 20 L.E. will be paid for an extra page for the Egyptians and 5 \$ for Expatriate Egyptians and the Foreigners authors.
- A special 10 % discount of the publication fees will be offered to the Egyptians and the Foreign members of the Fellowship of the Egyptian Public Relations Association for any number of times during the year.
- Three copies of the journal and three Extracted pieces from the author's manuscript after the publication.
- The fees of publishing the scientific abstract of (Master's Degree) are: 250 L.E. for the Egyptians and 150 \$ for the Foreigners.
- The fees of publishing the scientific abstract of (Doctorate Degree) are: 350 L.E. for the Egyptians and 180 \$ for the Foreigners. As the abstract do not exceed 8 pages and a 10 % discount is offered to the members of the Egyptian Society of Public Relations. Three copies of the journal will be sent to the author's address.
- Publishing a book offer costs LE 700 for the Egyptians and 300 \$US for foreigners.
- Three copies of the journal are sent to the author of the book after the publication to his/her address. And a 10% discount is offered to the members of the Egyptian Society of Public Relations.
- For publishing offers of workshops organization and seminars, inside Egypt LE 600 and outside Egypt U.S. \$ 350 without a limit to the number of pages.
- The fees of the presentation of the International Conferences inside Egypt: 850 L.E. and outside Egypt: 450 \$ without a limitation of the number of pages.
- All the research results and opinions express the opinions of the authors of the presented research papers not the opinions of the Egyptian Association for Public Relations.
- Submissions will be sent to the chairman of the Journal.

### **Address:**

Egyptian Public Relations Association,  
 Arab Republic of Egypt, Gizza, El-Dokki, Bein El-Saray, 2 Ahmed El-zayat Street.  
 And also to the Association email: [jpr@epra.org.eg](mailto:jpr@epra.org.eg), or [info@epra.org.eg](mailto:info@epra.org.eg), [chairman@epra.org.eg](mailto:chairman@epra.org.eg),  
 after paying the publishing fees and sending a copy of the receipt.

All rights reserved.

None of the materials provided on this Journal or the web site may be used, reproduced or transmitted, in whole or in part, in any form or by any means, electronic or mechanical, including photocopying, recording or the use of any information storage and retrieval system, except as provided for in the Terms and Conditions of Use of Egyptian public Relations Association, without permission in writing from the publisher.

And all applicable terms and conditions and international laws with regard to the violation of the copyrights of the electronic or printed copy.

ISSN for the printed copy

(ISSN 2314-8721)

ISSN of the electronic version

(ISSN 2314-8723X)

To request such permission or for further enquires, please contact:

**EPRA Publications**

Egyptian Public Relations Association, Gizza, Egypt  
Dokki, Ben Elsarayat -2 Ahmed Elzayat St.

Email: [chairman@epra.org.eg](mailto:chairman@epra.org.eg) - [jpr@epra.org.eg](mailto:jpr@epra.org.eg)

Web: [www.epra.org.eg](http://www.epra.org.eg)

Phone: (+2) 0114 -15 -14 -157 - (+2) 0114 -15 -14 -151 - (+2) 02-376-20 -818

# **Effectiveness of direct communication by influence upon decision of Iraqi voter (survey study) of election of parliament in 2014**

*Dr. Mohammed Hassan AlAmeri*

[dr.mohammedh@yahoo.com](mailto:dr.mohammedh@yahoo.com)

Assistant Prof. & Chairman of Public Relations Dep.

Mass Communication College

Baghdad University

*Ali Sadeq Dawood AL-Saedi*

[ahalkera@yahoo.com](mailto:ahalkera@yahoo.com)

Mass Communication College

Baghdad University

## **Abstract**

The problem of the study is an important phenomenon among the Iraqi society, namely; Statement of the important role played by the Direct Communication in electoral participation considering it as a reliable source of information for the candidate to win the votes of the electorate, as well as on its effectiveness to influence the decision of the Iraqi voters, and this can be summed up by asking a group questions the most important of which are the following:

1. What the study sample impressions about the candidates during their interviews and meetings, and the issues that were discussed through Direct Communication during election campaigns?
2. What is the extent of the study sample influenced the character of the candidate, and their honestly assessment of the candidate's promises and covenants during the period of election campaigns?
3. What are the most influential sources of contact in the electorate, which has been relying on during election campaigns?
- 4- What are the benefits to be enjoyed by the candidate in the elections?
- 5- What are the real reasons for the visits by the candidate to the electorate, and how effective they are?

This study examined the effect of Direct Communication and its effectiveness in the decision of the voters of Iraq's parliamentary elections in 2014.

The researcher aimed through his studies at:

- 1- Identifying the study sample impressions to the communication process with the candidates during election campaigns.

- 2- Identifying the assessment of the study sample out of interviews and meetings that took place with the candidates, and the extent of its influence.
- 3- Identifying the promises of the candidates and the extent of their credibility during the period of election campaigns.
- 4- Identifying the most important issues that have been talked about and discussed with candidates during election campaigns.
- 5- Identifying the most influential figures over the electorate, and which had a significant role in the communication process.

In order to achieve the objectives of the study. The researcher depended on the descriptive approach which in turns depended on Survey Method as a tool to collect information and data relating to the problem of the study.

The researcher reached through his study a several results, most notably:

1. Keeness of the Iraqi voter to follow the election campaigns; because that helps him to gain information about the candidates more clearly, and the process of voting and elections by direct communication and what they offer the means of communication.
- 2-Most of the reasons for the Iraqi citizens to participate in the parliamentary elections lies in the legitimacy of the vote, moreover, love of country according to what have been shown by more than two-thirds of respondents.
3. In addition the above; is what has been shown by the study that, the activity of men was more effective in participation in the election process in comparison to the women, as the indicators have shown: that (sex) is a social determinant in Iraq.
4. The study showed: that the clergymen were the most influential figures in sample during election campaigns, which led in turn to a lack of interest from interviews and meetings with the candidates.