

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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When the media becomes a partner in the terrorist crises industry: Trying to read the semiotic

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Summary:

Out of our interest in the role that could be played by the directed media in sparking the crisis, we evocated in this paper, the media oriented crisis “Charlie Hebdo”, in January 2015, where Islam was the subject of charge.

Via a semiotic study of a sample of panels/pictures chosen from the campaign “I am Charlie”, and another sample picked from the campaign “I am not Charlie”, we consider that each campaign has its goals that can be resumed as following: the first campaign was determined to take responsibility for events to Muslims. It condemns Islam and was trying to strengthen the negative image promoted to it. The second campaign could be considered as a reaction protesting against the black image given to Islam. And if we are to draw the features of a typical oriented “Media Crisis”, we can characterize the content of the campaigns, as creative in the level of mental images, eloquent in the level of words, and deep in the level of discourse. We are about to believe that this is logic and comprehensive because the oriented media crisis target exceeds publishing news to manipulation, polarization and fabrication of a guided/oriented public opinion.

