

# Journal



# of P R research

## Middle East

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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.
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# **The recruitment of preachers of the new media in the face of extremist thought (Field Study)**

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## **Abstract**

Social networking sites are among the most visited sites in the past five years by all segments of the society. This is because of the tremendous technical potential of these sites to create links and relationships between different individuals. Through the factors that are common to their information; thus restoring the broken communication links, and strengthening existing ones among all individuals everywhere.

There is no doubt that any waves of militancy, violence or terrorism, or the acceleration of atonement, are negatively reflected on the issues of the homeland, its security, its stability, its supreme interests, and its international relations. Stable, at a time when the world became one village, what happens in the north affects the south, and what is in the east find its echo in the west.

Hence, this research seeks to develop a perception about the recruitment of preachers for the new media or what is called "social networks" and the application of the foundations of the interaction through the Internet and social networks, which the researcher believes that these foundations consist of: persuasion, gravity, confidence and absorption.

### **Objectives of Study**

**This study aims to achieve several objectives including:**

- 1) Highlighting the recruitment of imams and preachers of the new media in spreading the culture of moderation and Methods of moderation among all members of society.
- 2) Revealing the role of modern communication technology in adapting to the service of advocacy.
- 3) Identifying the most important social networking sites used by preachers to spread the concepts of true religion.
- 4) Cutting the road to the people of falsehood, by exposing their idols, and stripping them through these means.
- 5) Identifying the mechanisms of employing social networking sites to overcome extremism and extravagance.

### **Type of The Study:**

The study belongs to the Descriptive Researchs, which aim at determining the characteristics of a particular phenomenon or a position that is highly specific. It

relies on collecting, analyzing, and interpreting the facts to derive its significance, and through this, issuing generalizations about the situation or phenomenon that the researcher is studying. The study seeks to describe and analyze the actual reality in terms of the concept of new media and radical thought from the point of view of the preachers (the sample of the study), as well as the knowledge of the recruitment of preachers of the new media in the face of extremist thoughts.

### **Methodology of the Study:**

**This study is based on the Survey Method. In the survey methodology, the researcher used the following:**

- Surveying the scientific heritage associated with the concept of new media and extremist thought, which is the most widely used expression at the moment.
- The use of preachers (sample study) for social networks, in order to know how to use them, and how to recruit advocates of these methods in the face of extremist thoughts, and respond to false suspicions.

### **Data Collection Tools:**

- - Questionnaire.

### **Study Society & Sample:**

In the framework of the methodology used, the researcher identified the community of his studies in imams and preachers, employees of the Ministry of Awqaf, or scholars of preaching and guidance in Al-Azhar Al-Sharif, or reward preachers or faculty members at Al-Azhar University.

As for the study sample, the researcher relied on a random sample (250) available. The questionnaire was distributed manually. It was published via the Internet and the official page of some scholars and preachers. The data collection process lasted three consecutive months (January) February / March 2017), and then the researcher conducted various analysis and interpretation.

### **The most important conclusions are:**

- 1) The study sample uses social networks (Facebook, YouTube, Twitter, Yahoo, Google ....), as they become fast ways to communicate with others across their networks.
- 2) The call of the preachers (the sample of the study) for the social networks was high, with 74.8%, indicating the keen interest of preachers to be exposed to these networks.
- 3) Facebook publishes the social networks followed by respondents in the field of advocacy, where the arithmetic average reached 2.7680.
- 4) The vast majority of the sample of the study employs social media in the field of advocacy work, where the word "yes" in the first ranking by 74.8%, followed by "no" by 25.2%.