

# 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.

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## **The impact of print media on the value format in the Arab world**

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### **Abstract**

**T**his study seeks to formation a theoretical basis for the subject of measuring the impact of print media on values in the Arab world, thus contributing to opening the way for many applied studies related to the value changes that shook the pillars of the Arab world after 2011. To achieve this objective, the study discussed four main axes on how to measure the impact, Traditional and modern values, the effects of values on print media, and the monitoring of the most vulnerable values at the current stage.

The study was based mainly on the survey of studies and related articles before and after 2011, The study examined several aspects that are affected by values starting with the process of forming, transferring, arranging and conveying values within the process of formation. Social conflict, through the creation of value conflict at the individual and community level, the process of changing values, and the dissemination of new values

The study highlighted the emergence of certain values affected by the press and media liquidity experienced in the country after 2011, and appeared to be political, but reflected on social life and left its morally and psychological effects in general,

The value of tolerance versus the value of intolerance, the value of moderation versus the value of extremism, the value of dialogue versus the value of maneuver, the value of freedom versus repression, the value of participation versus the value of indifference and negativity, the value of citizenship versus the value of discrimination A preference for political and ideological patronage in exchange for National affiliation.

