

# 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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## Legalization of Media Legitimacy

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### Abstract

Canadian scholar Marshal McLuhan distinguishes between two important facts in the history of humanity; the first is the era of printing and it lasted from the 18<sup>th</sup> Century till the 20<sup>th</sup> century, and the second is related to the rise of electronics. The first led to a number of ethnic conflicts and national and democratic movements. It also led to the birth of a solid belief in the importance of distinguishing the work and fun. The second electronic era clarified the monopoly of electronic media on the information with respect to the quantity and flow speed. These electronic media were transformed into new weapons and mechanisms which lead to confrontations and conflicts and led to the emergence of new organizational forces against the old parties and syndicates. These new electronic media became very effective on the identities of nations and peoples.

If we can simply talk about authority, it is impossible to talk about its tools which are not anymore related to prisons, the army and police, but also all the new electronic media which control the flow of information which in itself became the forum for authority, and its main objective is to attract audience and therefore control their minds and hearts. This what makes the French scholar Regis Dobrie sees that it is important to adopt culture of these new media from a critical viewpoint and not descriptive.

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