

Journal



of
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Journal of Public Relations 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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Approaches to the audience of Mass media And users of new media

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Abstract

This article, aside first regards natural history research audience, and aside Secondly regard to classification (Typology) approaches most commonly used in light of the models used depending on the impact of technological innovations on the one hand, and the results of research audience empirical and intensity of events affecting the historical development of societies of on the other hand. As I will, in a third aspect, some aspects of the concepts resulting from the blast e-related studies media in general, and studies of the public, especially in the postmodern world, the (e-World), which is being built through an arsenal roads media quick and internal networks and local, regional and international and technical environments, social and cultural development in existing homes, offices and public places, from airports and train and bus stations, and even in the pockets of people.

It was found the theoretical aspects and conceptually related to an audience of media and studies of its own, that researchers interested in this field are not dealing with one model or with a single approach to research the public or one theory of mass communication, but they are being treated something a little more than a set of aspirations and alternative generalizations that stop their (Applicability-Validity), conditions on the availability of a variety of social and historical conditions and the time and place of the current.

The multiplicity of models and theories and approaches and methodological approaches stemming from the evolution and diversity of the media on the one hand, and the historical development of the public on the other hand, enabled the accumulation heritage theoretical and methodological developed sophisticated upward in the direction of turn history positive, meaning a review of this heritage review periodically and re-drafted to enter necessary adjustments dictated by this development, either to cancel expired elements or by adding new elements to express the emerging reality.

