

Journal



of  
**P R** **esearch**

Middle East

Journal of Public Relations Research Middle East

Scientific refereed Journal - Published by Egyptian Public Relations Association - Second issue – January / March 2014

- **Prof. Dr. Aly Agwa** - *Cairo University*  
Arab Mind between the Media and Terrorism 7
- **Prof. Dr. Yas Elbayati** - *University of Baghdad & Ajman University of Science*  
Trends in university youth watch satellite TV and their potential impact on values and behavior (field study) 8
- **Prof. Dr. Ali Kessaissia** - *University of Algeria*  
Approaches to the audience of Mass media And users of new media 9
- **Prof. Dr. Azza Abdul-Aziz Abdullah Osman** - *Sohag University*  
The Factors behind the Stereotyped Image of Arab Muslim Woman in Western Media: An Arab Academic Elite Perspective 10
- **Associate Prof. Dr. Ahmed Mohammed Ahmed Zaied** - *Sohag University*
- **Dr. Fatma Elzhraa Saleh Ahmed** - *Sohag University*  
The Effect of the Commercial Breaks in T.V Satellite Channels on the Audience 19  
An empirical examination for investigating the increasing role of data processing using structural models
- **Dr. Adel Saleh** - *Sohag University & The British University in Cairo*  
Synopsis Role of the Media in the Presidential Election Campaign in Egypt in 2012 Study in the Light of Hybridization Theory 21
- **Dr. Thouraya SNOUSSI** - *Emirates College of Technology - Abu Dhabi*  
Citizen journalism and reproduce roles 23
- **Samira Bulgithih** - *University of Algeria*  
Arab TV drama and audience women sitting at home 24

(ISSN 2314-8721)

Egyptian National Scientific & Technical  
Information Network  
(ENSTINET)

Copyright ©2014 EPRA

[www.epra.org.eg](http://www.epra.org.eg)





**Journal of Public Relations Research Middle East  
(JPRR.ME)**

**Scientific Refereed Journal**

**Second issue – January / March 2014**

**Founder & Chairman**

**Dr. Hatem Saad**

Chair of EPRA

**Editor in Chief**

**Prof. Dr. Aly Agwa**

Professor of Public Relations & former Dean of Faculty  
of Mass Communication - Cairo University  
Chairman of the Scientific Committee of EPRA

**Editorial Manager**

**Prof. Dr. Samy Taya**

Professor and Head of Public Relations Department  
Faculty of Mass Communication - Cairo University

**Editorial Assistants**

**Prof. Dr. Rizk Abd Elmoaty**

Professor of Public Relations  
Misr International University

**Dr. Sadek Rabeah (Algeria)**

Associate Professor of mass communication - Emirati  
Canadian faculty - United Arab Emirates - the former dean  
of Faculty of information and Public Relations - Ajman  
University

**El-Sayed Abdel-Rahman**

Assistant Professor of Public Relations  
Mass Communication Faculty – Sinai University

**English Reviewer**

**Ahmed Badr**

**Address**

**Egyptian Public Relations Association**

Arab Republic of Egypt  
Giza - Dokki

Ben Elsarayat - 2 Ahmed Zayat Street

Mobile: +201141514157

Tel : +2237620818

www.epra.org.eg

jprr@epra.org.eg

## Scientific Board

**JPRR.ME**

**Prof. Dr. Aly Agwa** (Egypt)

Professor of Public Relations and former Dean of the Faculty of Mass Communication, Cairo University

**Prof. Dr. Yas Elbaiaty** (Iraq)

Professor of Journalism at the University of Baghdad, Vice Dean of the Faculty of Media and Information  
and Humanities, Ajman University of Science

**Prof. Dr. Enshirah el SHAL** (Egypt)

Professor of Media at the Faculty of Mass Communication, Cairo University (State Doctorate in Arts and  
Humanities from France)

**Prof. Dr. Hassan Mekawy** (Egypt)

Professor of radio and television - Dean of the Faculty of Information, Cairo University

**Prof. Dr. Nesma Younes** (Egy.)

Professor of Radio & Television at the Faculty of Mass Communication, Cairo University

**Prof. Dr. Adly Reda** (Egy.)

Professor of Radio & Television at the Faculty of Mass Communication, Cairo University

**Prof. Dr. Mohamed Moawad** (Egypt)

Media professor at Ain Shams University and dean of the Institute of High Aljazeera Media Sheroq Academy

**Prof. Dr. Samy Abd Elaziz** (Egypt)

Professor of public relations and marketing communications for the former Dean of the Faculty of  
Information, Cairo University

**Prof. Dr. Abd Elrahman El Aneid** (KSA)

Professor of Media and Public Relations Department of the Faculty of Media Arts - King Saud University

**Prof. Dr. Mahmoud Yousef** (Egypt)

Professor of Public Relations Vice Dean Faculty of Mass Communication for Community Service and  
Environmental Development - Cairo University

**Prof. Dr. Samy Taya** (Egypt)

Professor and Head of Public Relations Faculty of Mass Communication - Cairo University

**Prof. Dr. Basyouni Hamada** (Egypt)

Professor of media and public opinion, political Faculty of Mass Communication, Cairo University – Dean  
Of the Division of Information International Academy of Engineering and Media Sciences – 6 October

**Prof. Dr. Sherif Darwesh Allaban** (Egy.)

Professor of printing press at the Faculty of Mass Communication, Cairo University

**Prof. Dr. Mahmoud Hassan Ismael** (Egy.)

Media professor & Head of Department of Culture Media and Children at Ain Shams  
University

**Prof. Dr. Hamdy Abo Alenen** (Egypt)

Media professor and dean of the Faculty of Al-Alsun and Mass Communication, Vice President of the  
International University of Egypt

**Prof. Dr. Yasen Lasheen** (Egypt)

Professor of public relations and public opinion at the Faculty of Mass Communication, Cairo University

**Prof. Dr. Othman Al Arabi** (KSA)

Professor of Public Relations and the former head of the media department at the Faculty of Arts – King  
Saud University

**Prof. Dr. Abden Alsharef** (Libya)

Media professor and dean of the College of Arts and Humanities at the University of Zaytuna – Libya

**Prof. Dr. Waled Fathalha Barakat** (Egy.)

Professor of Radio & Television at the Faculty of Mass Communication, Cairo University

**Prof. Dr. Mohamed Elbokhary** (Syria)

Professor, Department of Public Relations and Publicity, School of Journalism, University of MF Uzbek  
national Ulugbek Beck

**Prof. Dr. Ali Kessaissia**, (Algeria)

Professor, Faculty of Media Science & Communication, University of Algiers-3.

# Journal of Public Relations Research Middle East

**I**t is a scientific journal that publishes specialized research papers in Public Relations, Mass Media and Communication after peer refereeing these papers by a number of specialized Professors.

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.
- This journal is published quarterly.
- The journal accepts publishing books, conferences, workshops and scientific Arab and international events.
- The journal publishes advertisements on scientific search engines, Arabic and foreign publishing houses according to the special conditions adhered to by the advertiser.
- It also publishes special research papers of the scientific promotion and for researchers who are about to defend master and Doctoral theses.
- The publication of academic theses that have been discussed, scientific books specialized in public relations and media and teaching staff members specialized scientific essays.

## **Publishing rules:**

- It should be an original Manuscripts that has never been published.
- Arabic, English, French Manuscripts are accepted however a one page abstract in English should be submitted if the Manuscripts is written in Arabic.
- The submitted Manuscripts should be in the fields of public relations and integrated marketing communications.
- The submitted scientific Manuscripts are subject to refereeing unless they have been evaluated by scientific committees and boards at recognized authorities or they were part of an accepted academic thesis.
- The correct scientific bases of writing scientific research should be considered. It should be typed, in Simplified Arabic, 14 points font for the main text. The main and sub titles, in Bold letters. English Manuscripts should be written in Times New Roman.
- References are mentioned at the end of the Manuscripts in a sequential manner.
- References are monitored at the end of research, according to the methodology of scientific sequential manner and in accordance with the reference signal to the board in a way that APA Search of America.
- The author should present a printed copy and an electronic copy of his manuscript on a CD written in Word format with his/her CV.
- In case of accepting the publication of the manuscript in the journal, the author will be informed officially by a letter. But in case of refusing, the author will be informed officially by a letter and part of the research publication fees will be sent back to him soon.
- If the manuscript required simple modifications, the author should resent the manuscript with the new modifications during one week after the receipt the modification notes, and if the author is late, the manuscript will be delayed to the upcoming issue, but if there are thorough modifications in the manuscript, the author should send them after 15 days.

- The publication fees of the manuscript for the Egyptians are: 850 L.E. and for the Expatriate Egyptians and the Foreigners are: 450 \$.
- If the referring committee refused and approved the disqualification of publishing the manuscript, an amount of 250 L.E. will be reimbursed for the Egyptian authors and 130 \$ for the Expatriate Egyptians and the Foreigners.
- The manuscript does not exceed 35 pages of A4 size. 20 L.E. will be paid for an extra page for the Egyptians and 5 \$ for Expatriate Egyptians and the Foreigners authors.
- A special 10 % discount of the publication fees will be offered to the Egyptians and the Foreign members of the Fellowship of the Egyptian Public Relations Association for any number of times during the year.
- Three copies of the journal and three Extracted pieces from the author's manuscript after the publication.
- The fees of publishing the scientific abstract of (Master's Degree) are: 250 L.E. for the Egyptians and 150 \$ for the Foreigners.
- The fees of publishing the scientific abstract of (Doctorate Degree) are: 350 L.E. for the Egyptians and 180 \$ for the Foreigners. As the abstract do not exceed 8 pages and a 10 % discount is offered to the members of the Egyptian Society of Public Relations. Three copies of the journal will be sent to the author's address.
- Publishing a book offer costs LE 700 for the Egyptians and 300 \$US for foreigners.
- Three copies of the journal are sent to the author of the book after the publication to his/her address. And a 10% discount is offered to the members of the Egyptian Society of Public Relations.
- For publishing offers of workshops organization and seminars, inside Egypt LE 600 and outside Egypt U.S. \$ 350 without a limit to the number of pages.
- The fees of the presentation of the International Conferences inside Egypt: 850 L.E. and outside Egypt: 450 \$ without a limitation of the number of pages.
- All the research results and opinions express the opinions of the authors of the presented research papers not the opinions of the Egyptian Association for Public Relations.
- Submissions will be sent to the chairman of the Journal.

### **Address:**

Egyptian Public Relations Association,  
 Arab Republic of Egypt, Gizza, El-Dokki, Bein El-Sarayot, 2 Ahmed El-zayat Street.  
 And also to the Association email: [jpr@epra.org.eg](mailto:jpr@epra.org.eg), or [info@epra.org.eg](mailto:info@epra.org.eg), [chairman@epra.org.eg](mailto:chairman@epra.org.eg),  
 after paying the publishing fees and sending a copy of the receipt.

## Copyright © EPRA 2014

---

All rights reserved.

None of the materials provided on this Journal or the web site may be used, reproduced or transmitted, in whole or in part, in any form or by any means, electronic or mechanical, including photocopying, recording or the use of any information storage and retrieval system, except as provided for in the Terms and Conditions of Use of Egyptian public Relations Association, without permission in writing from the publisher.

And all applicable terms and conditions and international laws with regard to the violation of the copyrights of the electronic or printed copy.

ISSN for the printed copy

(ISSN 2314-8721)

ISSN of the electronic version

(ISSN 2314-8723X)

To request such permission or for further enquires, please contact:

### **EPRA Publications**

Egyptian Public Relations Association, Gizza, Egypt  
Dokki, Ben Elsarayat -2 Ahmed Elzayat St.

Email: [chairman@epra.org.eg](mailto:chairman@epra.org.eg) - [jpr@epra.org.eg](mailto:jpr@epra.org.eg)

Web: [www.epra.org.eg](http://www.epra.org.eg) - [www.jpr.epra.org.eg](http://www.jpr.epra.org.eg)

Phone: (+2) 0114 -15 -14 -157 - (+2) 0114 -15 -14 -151 - (+2) 02-376-20 -818

# **Synopsis Role of the Media in the Presidential Election Campaign in Egypt in 2012**

## **Study in the Light of Hybridization Theory**

Dr. Adel Saleh  
Sohag University

### **Abstract**

This study addresses the role of media in the Egyptian presidential election of 2012. It analyzes the content of two television channels and two newspapers. These four outlets were chosen for representing state-owned and private media. Al-Ahram newspaper and Channel One TV (Al Kanat Al Oula) denote of the state-owned media, while Al-Masry Al-Youm - and Al Hayat TV are representing the private media. The selected outlets were analyzed in on two periods: (April 30 to May 20) for the first round and (May 29 to June 15) for the second round.

The study seeks to answer this question: How does media coverage the presidential election campaign of 2012? The study adopted a theoretical framework based on the hybridization approach as one of the theories used to study the role of the media in election campaigns. The study finds that the media have shown significant interest in the electoral campaign. These results confirm the growing role of the media in the election campaign which can be attributed to the political and communicative changes that have affected the evolution of the campaign in Egypt.

The results also show that the media coverage was influenced by the strategies that dominate election campaigns in many countries in terms of its focus candidates "Candidate-based" more than on political parties "Party-based. Also, findings indicate a tendency of the media to focus on the personal aspects of the presidential race, compared to dealing with the issues raised in the campaign. This points out that the media coverage of the campaign practice adopted some of the Americanization practices of the election campaign worldwide. The results point out a decline in media professionalism, particularly with regard to the quality and accuracy of the information provided by the media during the campaign. The coverage of the campaign is more descriptive and less based on facts that can to help the public to get enlightened understanding of the electoral issues.

Results show that despite the presence of many negative features characterized the performance of the media during the campaign; the neutral and positive content appeared more in the media coverage of the campaign. This confirms that critical professionalism tendency of the Egyptian media in campaign has not evolved yet. Furthermore, findings reveal that it is clear that the media probably were not a decisive factor in guiding voters in the first round or in the second round in the presidential election 2012. This means that there are other either traditional or new actors have affected the electorate decisions.

In sum, results confirm that hybridization is the most appropriate approach to interpret the relationship between the media and the campaign in the Egyptian context. There is a growing media attention in following -up to the campaign. There is increasing tendency in depending on it as a reliable source of information, while the role of political parties is declined. Also, the media coverage of the presidential campaign in 2012 adopts new practices such as, trend towards individual candidates with decline interest in parties, institutions and political forces. It also adopts personalization which is widely used in the American campaigns and many other countries affected by the Americanization. But the Egyptian media is still lacking professionalization in dealing with election in terms of the deepness and accuracy. Also Egyptian media is more neutral and positive in addressing the campaign themes and away, to some extent, from negativism.

Analyzing the media coverage results of the election emphasizes the hybridization of the Egyptian campaign. While the media gives more attention to some candidates, the people voted for other candidates who had less attention and negative coverage. This indicates that the voting decisions are still affected by traditional cultural norms more than the media.