

Journal



of
P R **research**

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



**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 Elbaity (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-Alsoun 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

It 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-Saray, 2 Ahmed El-zayat Street.
 And also to the Association email: jpr@epra.org.eg, or info@epra.org.eg, 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 - jpr@epra.org.eg

Web: www.epra.org.eg - www.jpr.epra.org.eg

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

Arab TV drama and The audience women sitting at home

Samira Belghitia

Assistant Lecture Département of b – Algeria University

belghitia_samira@yahoo.fr

Abstract

The dramas on television a large area on the map of programs and different passages offered by television, which still poses a special power despite the presence of new means of communication, in terms of their ability (drama) on the formation and build a mental picture to the viewer, as it combines elements of thrill and excitement and the influences that all cooperate to make this picture and formulation between individuals, groups and peoples.

This study aims to:

- Detection rate View women sitting at home For Arab television drama.
- Show The audience to know the reasons women sitting in the TV drama House Arabic.
- Identify the motives of women sitting in The audience house of exposure to Arab television drama.
- Know what type of desires obtained through a The audience offering women sitting at home For Arab television drama.
- Disclosure of the relationship features personal and public conduct communication to an audience of women sitting at home.

The importance of the subject of study in the definition of the characteristics of The audience of women sitting at home in Mostganem (Algeria), both from the point of the motives of exposure to Arab television drama, which in turn determines the quality of the inclinations, interests and types of preferences, as well as knowledge patterns desires saturated.

The study falls within the descriptive studies using survey methodology, and the questionnaire as a tool for the study. For a sample of (160) Researched The audience of Algerian women sitting in the home state of Mostaganem (Algeria). And indicated the most important results of the study that the majority of women sitting at home watching a TV drama Arabic by 94.66% so allocated size timeline ranges from one to two hours at a rate of 76.05%, Exposure If the drama Arab television be selective manner by the respondents and the most important principle underlying the approach uses and gratification.

- 42.95% of respondents aged 16-25 is subject to Arab television drama in the evening and most of them are single rate of 42.66% and 58.45% of the sample watching a TV drama with some Arab members of the family, especially on the Arab television channel "MBC" rate of 34.24%.

-Prefer to 82.39% of the women sitting in the House of exposure to Arab television serials, which affect most interest at the rate of 78.87% respondents, for his interest in the social and emotional aspects of television drama in Arabic will also discuss topics with others.

- Prefer to 82.39% of the women sitting in the House of exposure to Arab television serials, which affect most interest at the rate of 78.87% respondents, for their interest in the social and emotional aspects of television drama in Arabic also discuss topics with others.

-Crossed most of the respondents about their feelings of comfort and satisfaction after watching a TV drama Arabic especially for women who interacted with the characters drama crying, Crying with heroes as confirmed by psychologists is crying on the problems and concerns in fact what allows the recreation of self, and we find that most of the sample seeking from during exposure to Arab television drama to satisfy the need of their needs psychological or social feel in the last pleasure and satisfaction.

- Being 10.67% of the sample to the TV drama Arabic to satisfy the desire to talk with others, so that they become topics drama under discussion with others, allowing them to communicate the social, conclude that all respondents satisfy their desires through different exposure to TV drama especially Arab Syrian drama, which is in their opinion was more realistic than the Egyptian drama.

Based on the above, most of the women sitting in the house when fellow to watch TV drama Arab private TV drama Syrian selective manner, according to their choices pre-determined, through the allocation of the size of a certain time depending on their circumstances, and on the basis that the act of viewing is considered a secondary activity for them, and usually interact with the social and emotional aspects in the drama have preferred.