

Journal



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Abstracts of Arabic Researches:

- **Prof. Yas Khudair Al Bayati** - University of Ajman
The Media and the Problems of Social Awareness of Political Changes in the World
(A Futuristic Vision) 7
- **Professor/ Saïd LOUCIF** - University of Algiers 3
Dr. Razika Ben ABDELMOUMEN - University of Algiers 3
Meaning Construction In Interpersonal Interaction Context From The Perspective of
Necessary Convergence Communication Theory 8
- **Dr. Ibnaouf Hassan Ahmed** - Al-Khwarizmi International College (UAE)
The impact of the use of communication technology in PR management
(Saudi Aramco case study) 9
- **Dr. Ayat Ahmed Ramadan** - Al-Azhar University
Methods of Mass media Communication Misdirecting in Arab public - Oriented
cultural sites - An analytical study of Qantarh site for dialogue with the Islamic
world 10
- **Dr. Ghada Mustafa Albitariq** - Taif University
The impact of the political orientations of Al-Arabiya.net and Russia today on the
news frames of the Russian military intervention in Syria and its relation to the trends
of the public on the interactive side 11
- **Dr. Mohamed Ahmed Khalifa Ahmed** - Minia University
Media Coverage for Egyptian Government Achievements from 2014 to 2018 and the
Relationship with its mental Image and Forming the Political
Awareness of the youth 13
- **Bakr bin Mustafa bin Mohammed Othman Abulkhair** - Cairo University
Image of Saudi Arabia In the international media after the events of the Arab Spring 14
(An analytical study on a sample of international media)

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The Journal is part of Al-Arabia Public Relations Agency's publications, specialized in education, scientific consultancy and training.

- The Journal is approved by the Supreme Council for Media Regulation in Egypt. It has an international numbering and a deposit number. It is classified internationally for its both printed and electronic versions by the Academy of Scientific Research and Technology in Cairo. In addition, it is classified by the Scientific Promotions Committee in the field of Media of the Supreme Council of Universities in Egypt.
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Methods of Mass Media misleading mechanisms in cultural sites directed to the Arab Audiences

An analytical study of Qantarh site for dialogue with the Islamic world

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Abstract

The problem of this study is determined as an attempt to complete the understanding of the phenomenon of foreign electronic media in Arabic. After a large number of foreign websites directed at all these sites targeting the Arab public in the Arab region and abroad, and the credibility gained by these sites in the news area, The Arab World Through this study, the researcher tries to monitor (the methods of disinformation in cultural sites addressed to the Arab world, specifically related to women's issues, as these sites are considered as a new electronic pot targeting an ideological dimension in addressing the public and trying to influence by introducing social and cultural issues and everything related to Islam through an analytical study of women's issues raised in the Qantarh site for dialogue with the Muslim world). The most prominent findings of the study through analyzing the content of women's issues in the site are as follows:

- The study found that most of the mechanisms used in the site during the site's handling of women's issues in Arab societies are selectivity by 53.2% with institutional and individual motives and other motives required by the subject itself. This is evident in the selection of vocabulary, terms and sources followed by the mechanism of the methods by 19.2%, followed by dumping by 15.2% then the jamming mechanism was 6.6% and the mixing mechanism rated at the end by 5.8%.
- The analysis of the content revealed that the most topics related to women were women's Islam (20.6%), women's veil (16.5%), women's freedom (12.5%) and equality (11.3%). There were other topics mentioned by the researcher in qualitative analysis to extract the misleading mechanisms of Islamic feminism because it contains the basic idea of feminism.
- The study showed that, the majority of the countries in which the site dealt with the context of women's Islam in its various issues is the Saudi society (in the state, guardianship and hijab) by 42.4%, followed by the Iranian society (women's freedom and women's veil) by 32.6%, Then Tunisia and Morocco in inheritance, And then (the topics of terrorism and extremism) in Muslim societies in the West, whether in the West or those who move to the areas of armed conflict under the pretext of Muslim by 8.8%. and Egypt comes at the end by (4.2%) in the situation of women living and sexual harassment.