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## **Performance of the Egyptian Press During the Coronavirus (Covid Pandemic-19), under Microscope of the Press and Media Experts: An Evaluation Study**

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### **Abstract**

In the context of attention to repercussions of the outbreak of the Corona pandemic, it is worth evaluating efforts of many sectors ,including the press, in dealing with the pandemic. So, this research aimed at identifying evaluation of the Egyptian press and media experts, including Academicians and Professionals, of performance of the Egyptian press in dealing with Covid - 19 pandemic in terms of accuracy, comprehensiveness ,verification of sources, commitment to professional ethics, and monitoring their satisfaction towards the performance in general, determining performance pros and cons and experts' future perceptions, as well as the experts 'proposals to develop performance in the second wave of the pandemic. The study is descriptive and qualitative. It depended on the media survey method and applied the In-depth interview tool to a sample of 24 journalism and media experts both academicians and professionals. Amongst its most important results: The Egyptian press topped the list of media channels for professional press experts, while it declined to a middle level among majority of the media academicians. The Egyptian press focused on functions of the health awareness and delivering news more than investigating the crisis dimensions and the Narrative style adopted. Strategies of the warning and supporting government directions were employed commonly in the Egyptian press, while motivating the Egyptian research community to come up with a vaccine was neglected by Egyptian press from point of the view of most of the experts .The range of Covid-19 infection topped the list of topics followed by majority of the professional press experts, while education transformations to confront the pandemic led the topics followed by the media academicians. Quality of the performance components were highly evaluated by the Egyptian media experts, especially the commitment to professional ethics, with a relative decline in the assessment of accuracy of the information. Degree of the satisfaction with the performance of journalism was higher among professionals than among academicians. Majority of the experts expected an improvement in performance and development during the second wave of the pandemic. The most important suggestions for enhancing the performance were developing specialized medical journalism, holding training courses for

journalists in dealing with health crises and expanding the investigative and analytical content

**Keywords:** Coronavirus, (Covid -19) Pandemic, Press Performance ,Evaluating Performance, Media Experts, Egyptian Press.