

Journal



of P R research

Middle East

Journal of Public Relations Research Middle East

Scientific refereed Journal - Published by Egyptian Public Relations Association – Fourth issue – July / September 2014

Researches in French:

- **Professeur Said LOUCIF** – Université d'Alger3
La Confiance comme instrument d'analyse et de compréhension des relations publiques 7

Researches in English:

- **Dr. Osman B. Gazzaz** – Umm al-Qura University
Pilgrim Problems and their Communication Patterns in the Hajj 1434 (H): A Study of the Communicative Ecology of the Pilgrim Community from Egypt 24

Abstracts Researches in Arabic:

- **Dr. Mohamed Zen Abd Elrahman** - Minia University
Social networks and their role in the activation of the political movement: a field study on a sample of public Upper Egypt 62
- **Dr. Shaban Hasan Hamada** - Ajman University
Effective Electronic Public Relations at Fujairah charity Foundation in United Arab Emirates 64
- **Dr. Magda Abd El- Monem Makhoulf** - Higher Institute for Media and Communication Arts
The role of the public relations department of internal crises management in Egyptian ministries" Afield study". 66
- **El-Sayed Abdel-Rahman Ali** – Academy of the Arabic Language in Cairo
The Relationship between Media Ownership and their Manipulation of Democratic Transformation Issues 68
- **Ismail Bin Debeli** - University of Algiers 3
Sociology uses frames its approach in Information and Communication Sciences Read the representations and use and ownership 69

(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

Fourth issue - July / September 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 of Public Relations
Faculty of Mass Communication - Cairo University

Editorial Assistants

Prof. Dr. Rizk Abd Elmoaty

Professor of Public Relations
Misr International University

Dr. Sadek Rabeh (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 Ali

Senior editor - Academy of The Arabic Language
Ph.D. candidate - Faculty of mass communication - Cairo University

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. Thomas A. Bauer

Professor of Mass Communication at the University of Vienna

Prof. Dr. Mona Al-Hadedy (Egypt)

Professor of radio and television – 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 – Faculty of Mass Communication, Cairo University

Prof. Dr. Nesma Younes (Egypt)

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

Prof. Dr. Adly Reda (Egypt)

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 - Faculty of Mass Communication, 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

Prof. Dr. Sherif Darwesh Allaban (Egypt)

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

Prof. Dr. Hassan Aly (Egypt)

Professor of Radio & Television and Head of Mass Communication Department – Faculty of Arts - Mina University

Prof. Dr. Mahmoud Hassan Ismael (Egypt)

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-Asun and Mass Communication, Vice President of the International University of Egypt

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 (Egypt)

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

Prof. Dr. Tahseen Mansour (Jordan)

Professor of Public Relations at the Faculty of Mass Communication, Yarmouk 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.

Prof. Dr. Redouane BoudJema, (Algeria)

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

** Names are arranged according to the date of obtaining the degree of a university professor.

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, 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

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

Effective Electronic Public Relations at Fujairah charity Foundation in United Arab Emirates

Dr. Shaban Hasan Hamada

Ajman University

Ali_kessaissia@yahoo.co.uk

Abstract

The current concept of e-government , and non-governmental organizations Hoanasrhoudara observe and states in terms of information . That appeared terms : e-government , e-governance , and the government smart , as evidence Pttortorh information and communications revolution of modern , including the growing use of computers , networks and applications, which led to contact government agencies or private to each other , in the range of one place , or in several places , through communication networks has led to the formation of the unit - computer - one , and then became serves as the infrastructure for e-government .

Has realized the United Arab Emirates , which have pioneered the launch of the first e-government in the Arab world are:(Dubaie-Government in October 2001), the importance and benefits of e-government applications for the individual , organizations and society in general , and its significant impact in saving time , effort and money and increase efficiency in providing better and faster services to their Gmehoraly government and ministerial relevant global Internet network (e.gov.uae.go.as), and Saiaha transferred to the Government of Dubai Government smart during the current year as an initiative is the first of its kind in the Arab world.

Based on this, trying this research in the study to detect the extent of interest in the United Arab Emirates in general in the recruitment of information and communication technologies for the development of government action in the seven Emirates and transferred to the governments of electronic , and specifically the application of project -mail to the Government of the Emirate of Fujairah relevant to the subject of the research, which seeks through its institutions to improve efficiency and effectiveness in the provision of electronic services to the public , as well as the disclosure of the effectiveness of communication , and the extent of Tatrامل Jhazalalaqat public where Petknlogia communications and information , Aberttabagaha electronic service used by one of its institutions as an association Fujairah Welfare semi –governmental organizations, as a leader in this area , in addition to the determine what the role

of the electronic service on the website of this Assembly in the formation of a mental image of Assembly at its audience with a trader , and the extent to which the site effective contact between the two parties via its Internet: (www.alkhairia.org.ae.) .

This study aims to achieve two main objectives : first : knowing the size of the attention and the practical application given by the Government of the Emirate of Fujairah in the application of e-government project in its institutions and its departments . The second is to identify the mental image with the public , consisting of those institutions after using this new communication style , and the ability of this method to achieve a harmonic connection between the institution and its audience .