

Journal



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

Middle East

Journal of Public Relations Research Middle East

Scientific refereed Journal - Published by Egyptian Public Relations Association – Fifth issue – October / December 2014

Researches in French:

- *Pr Boudjema Redouane – Université d'Alger3*

Les élections présidentielles de 2014 à travers la presse électronique en Tunisie
LA BIPOLARISATION POLITIQUE COMME CONSTRUCTION MEDIATIQUE 7

Researches in English:

- *Prof.Dr. Fazal Rahim Khan – Umm al-Qura University*
Dr. Osman B. Gazzaz – Umm al-Qura University

Impact of communication incipience of the pilgrims' residential context on their
communication behaviors & perceptions, Study on the pilgrims Egypt. 77

Abstracts Researches in Arabic:

- **Dr. Abd Allah Abd Allah E` Alwazan** - Northern Border University

The role of Arab news channels to provide university students with information during
the Libyan revolution February 17. 78

- **Dr. Hunida Gindeel Abo Baker Ahmadoun** - ECT, Abu Dhabi, UAE.

The press coverage of the economic crises in the Sudan in Sudanese newspapers
(AKHIR LAHZA & ALYAWEM AL TALEE) 81

- **Dr. Magda Abdel Monem Makulouf** - Higher Institute for Media and Communication Arts

The Design of Online Advertising in Egyptian News Websites 82

- **Herdan Hady Sayil** - Al Iraqla University

Analysis of quality elements in the Islamic sites on the Internet 84

- **Safa Mohamed Ibrahim Abdel Dayem** – IAEMS – 6 October City.

The new media essence and its means “ Theoretical Study “ 86

(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**

- Fifth issue - October / December 2014

Founder & Chairman

Dr. Hatem Saad

Chairman 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 Elsarayt - 2 Ahmed Zayat Street
Mobile: +201141514157
Tel : +2237620818
www.epra.org.eg
jpr@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 Aned (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-Azhar 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.

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

THE NEW MEDIA ESSENCE AND ITS MEANS "THEORETICAL STUDY"

SAFA MOHAMED IBRAHIM ABDEL DAYEM
Assistant Lecturer
International Academy of Engineering Sciences and the Media
6 October City

Abstract

New Media refers to a set of methods and activities for digital element, which enables us to produce, publish and consume of media content in various forms through electronic devices connected or not connected to the Internet, and new media offer enormous possibilities for communication and social contact as is the case in the phone services mobile and social networks on the Internet, such as "Facebook".

The study contains numerous varieties of aspects that describe the impactful role of New Media in our society and especially the results of using it by the youth segments. Aspects such as synonyms of new media, new media communication process, methods, origins and evolution. Also one of the main pillars for this subject is what are the reasons and motivations of youth to use the New Media.

The study includes the main characteristics and advantages of New Media to youth through the concepts of nowhere, timelessness, interactivity, costless, permanent and easy linkage.

The study also contains the general ratios and figures for the New Media usage in the Arab countries, along with a detailed demonstration for the forms of New Media, which can be briefly mentioned in the below categories and classifications.

1. Blogs
2. Forums
3. Electronic Press
4. E-Books
5. Electronic Campaigns
6. Websites
7. Portals
8. Chats Programs
9. Social Networks: (Includes: Facebook / Twitter / YouTube / LinkedIn / Google+ / Instagram).

Considering the New Media is the future method of communication between ages, the benefits and advantages of the New Media lies on the constructing dialogues, marketing and publishing products, news sharing, business follow-up, cultural sharing, availability of information, freedom of expression, capability of archiving and overcoming the geographical borders. In the world of New Media, information remain reserved in websites reached by the search engines when requested and as far as the abundance of information and frequent availability highlighted in a search engine, if we say the existence of five useful sites and site broadcasts lies, it means that the information is false once will appear in every five or six results, and whenever we add sites and the same information will arrive this piece of information that the researcher wants and removes it from the information is desired, at the same time will enhance and support the power of information through repetition and reliability of those who made it.

As for the New Media disadvantages, it can be summarized in spreading the exotic cultures and believes to our societies, spreading the corruption through promoting it using New Media methods, social isolation due to the linkage to virtual world, the difficulty to trust and verify the authenticity and the credibility of the data and content, weak control over the deployment of violence, extremism, terrorism and sex, and finally violation of publishing, intellectual property and freedom of creativity.