

**English Researches:**

- **Dr. Abeer Abdel Hamid Salem** - *MSA University*
Communicating Climate Change, A Sustainability Challenge:
An Analytical Field Study 7

Abstracts of Arabic Researches:


- **Associate Prof. Dr. Maeen Saleh Yahya Al-Maitamy** - *Liwa College - Abu Dhabi*
Associate Prof. Dr. Fouad Ali Hussein Sa'adan - *Sana'a University*
Principles of Persuasive Design for Internationally Ranked Arab Universities
Websites Using the (PSD) Model: Analytical Study 36
- **Associate Prof. Dr. Mohamed Ahmed Mohamed Aboud** - *Banha University*
Educational Media Students' Reliance on Artificial Intelligence Applications
in Producing Radio and Television Materials: A Field Study 37
- **Associate Prof. Dr. Mamdouh Elsayed Abd Elhady Shatla** - *Kafrelsheikh University*
Youth Seeking for Political Information about the Ethiopian Renaissance Dam Crisis
on Social Media and its Relationship to Satisfaction with the Egyptian Government's
Performance during the Crisis: A Field study 38
- **Dr. Hamed Ateeq Ali Alghamdi** - *King Saud University*
The Image of the Media Department among Students at King Saud University
in Riyadh 39
- **Dr. Zainab Saleh Abd Elfadeel Gad** - *Al-Azhar University*
Determinants of Hatred of Local and International Brands and their Relationship
to Egyptian Consumer Behavior: A Field Study 40
- **Bander Abutaleb Safhi** - *King Saud University*
Connective Participation in Al Rajhi Bank's Communication with its Customers
Who Use Social Media Platforms 41
- **Ethar Abdulmohsen Alyoubi** - *King Abdulaziz University*
Job Satisfaction among Public Relations Practitioners in Healthcare Institutions
in the Kingdom of Saudi Arabia, Hospitals in the City of Jeddah as a Model:
A Field Study 43
- **Majed Salem Ahmad Alabdali** - *Arab East Colleges*
The Impact of Using Social Media on Reshaping the Values: An Applied Study
on Saudi Society 44
- **Mrwah Talat Mohammed Amin Yanksar** - *King Saud University*
Electronic Dialogic Communication in Digital Platforms of the Saudi Ministry
of Health Sector 45

(ISSN 2314-8721)

Egyptian National Scientific & Technical Information Network
Egyptian Public Relations Association
(ENSTINET)

With the permission of the Supreme Council for Media Regulation in Egypt

Deposit Number: 24380 /2019

Copyright 2024@APRA 

www.jprr.epra.org.eg

Advisory Board **

JPRRME

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, (Austria)

Professor of Mass Communication at the University of Vienna

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. Mohamed Moawad, (Egypt)

Media professor at Ain Shams University & former Dean of Faculty of Mass Communication –
Sinai University

Prof. Dr. Abd Elrahman El Aned, (KSA)

Professor of Media and Public Relations, Mass Communication Faculty - Imam Muhammad Bin Saud
Islamic 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. Gamal Abdel-Hai Al-Najjar, (Egypt)

Professor of Media, Faculty of Islamic Studies for Girls, Al-Azhar University

Prof. Dr. Sherif Darwesh Allaban, (Egypt)

Professor of printing press & Vice-Dean for Community Service 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, (Egypt)

Professor of Radio & Television and Vice-Dean for Student Affairs at the Faculty of Mass
Communication, Cairo University

Prof. Dr. Tahseen Mansour, (Jordan)

Professor of Public Relations & Former Dean the Faculty of Mass Communication,
Yarmouk University

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.

Prof. Dr. Hisham Mohammed Zakariya, (Sudan)

Professor and Dean of the College of Communication at Al Qasimia University in Sharjah,
Former Dean of the Faculty of Community Development at the University of the Nile Valley, Sudan.

Prof. Dr. Abdul Malek Radman Al-Danani, (Yemen)

Professor, Faculty of Media & Public Relations, Emirates Collage of Technology, UAE.

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 Professors specialized in the same field under a scientific supervision of the Egyptian Public Relations Association, which considered the first Egyptian scientific association specialized in public relations, (Member of the network of scientific Associations in the Academy of Scientific Research and Technology in Cairo).

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.
- The Journal has Impact Factor Value of 1.569 based on International Citation Report (ICR) for the year 2021-2022.
- The Journal has an Arcif Impact Factor for the year 2023 = 2.7558 category (Q1).
- The Journal has an impact factor of the Supreme Council of Universities in Egypt for the year 2023 = 7.
- 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 in Arabic Papers, 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 send an electronic copy of his manuscript by Email 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 15 days 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 30 days or more.
- The publication fees of the manuscript for the Egyptians are: 3800 L.E. and for the Expatriate Egyptians and the Foreigners are: 550 \$. with 25% discount for Masters and PhD Students.
- If the referring committee refused and approved the disqualification of publishing the manuscript, an amount of 1900 L.E. will be reimbursed for the Egyptian authors and 275 \$ for the Expatriate Egyptians and the Foreigners.
- Fees are not returned if the researcher retracts and withdraws the research from the journal for arbitration and publishing it in another journal.
- The manuscript does not exceed 40 pages of A4 size. 70 L.E. will be paid for an extra page for the Egyptians and 10 \$ for Expatriate Egyptians and the Foreigners authors.
- A special 20 % 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.
- Two copies of the journal and Five Extracted pieces from the author's manuscript after the publication.
- The fees of publishing the scientific abstract of (Master's Degree) are: 500 L.E. for the Egyptians and 150 \$ for the Foreigners.
- The fees of publishing the scientific abstract of (Doctorate Degree) are: 600 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 Public Relations Association. One copy 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.
- One copy of the journal is 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 Public Relations Association.
- 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 Al-Arabia Public Relations Agency or the Egyptian Public Relations Association.
- Submissions will be sent to the chairman of the Journal.

Address:

Al Arabia Public Relations Agency,

Arab Republic of Egypt, Menofia, Shibben El-Kom, Crossing Sabry Abo Alam st. & Al- Amin st.

Postal Code: 32111 - P.O Box: 66

And also, to the Journal email: jpr@epra.org.eg, or ceo@apr.agency, 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 Al Arabia Public Relations Agency, 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 2314-873X)

Egyptian National Scientific & Technical Information Network
(ENSTINET)

Egyptian Public Relations Association

With the permission of the Supreme Council for Media Regulation in Egypt

Deposit Number: 24380 /2019

To request such permission or for further enquires, please contact:

APRA Publications

Al Arabia Public Relations Agency

Arab Republic of Egypt,

Menofia - Shibeen El-Kom - Crossing Sabry Abo Alam st. & Al- Amin st.

Postal Code: 32111 - P.O Box: 66

Or

Egyptian Public Relations Association

Arab Republic of Egypt,

Giza, Dokki, Ben Elsarayat -1 Mohamed Alzoghpy St.

Email: jpr@epra.org.eg - ceo@apr.agency

Web: www.apr.agency, www.jpr.epra.org.eg

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

Fax: (+2) 048-231-00 -73

The Journal is indexed within the following international digital databases:



Electronic Dialogic Communication in Digital Platforms of the Saudi Ministry of Health Sector

Mrwah Talat Mohammed Amin Yanksar

mrwah.yanksar@gmail.com

*PH.D Researcher in Mass Communication,
Mass Communication Department,
College of Humanities & Social Sciences,
King Saud University*

Supervision/ Prof. Dr. Abdul Malik Al Shalhoub

shlhoub_a@yahoo.com

*Professor of Mass Communication,
College of Humanities & Social Sciences,
King Saud University*

Abstract

The current study investigates the Use of Saudi Ministry of Health the principles of electronic dialogic communication and communication strategies in its publications on its official account on X platform. It also evaluates the publications' success or failure in communicating with the general public, establishing relations with them and maintaining these relations.

To accomplish these goals, this study analyzes the content of what the Saudi Ministry of Health published on its official account on X platform over a year, choosing Systematic Random Sampling. In its analysis, this study applied the dialogical communication theory developed by Kent and Taylor (1998), and Ruler's Situational Model of Communication Strategies (2004).

The study found that 50% of the publications employed the principle of usefulness of information, 21.9% employed the principle of the dialogue pool, 15.6% employed the principle of conservating of visitors, and 21.6% employed the principle of generating return visits.

The findings of this study can be attributed to the nature of the publications of the Saudi Ministry of Health, a non-profit government sector that focuses on disseminating information in one direction. The results also showed that the media strategy was employed extensively, while consensus-building strategy was absent. There was also a decrease in the use of the dialogue strategy.

All of this showed that the Saud Ministry of Health used its official account on X platform to tell the pubic its lates news and instructs them in matters relate to public health. It is evident that the ministry used X platform in this fashion more than it used it to establish a dialogic communication with the public. The implication here is that the ministry used X platform as a one-way communication channel, very much like traditional media. The study also proved that there was a correlating statistical significance between the availability of dialogic communication principles in the Saud Ministry of

(*) The Paper was received on March 11, 2024, and was accepted for publication on May 28, 2024. It was extracted from the doctoral dissertation for the purpose of completing the requirements of scientific discussion.



Health's publications on its official account on the X platform and the level of audience interaction. There is also a correlating statistical significance between the type of communication strategy employed in the Ministry of Health's publications on its official account on X platform and the level of audience interaction. Therefore, the study recommends that the staff in charge of managing the Saud Ministry of Health's accounts on X platform should work to increase the level of audience interaction with their publications and utilize all the dialogic capabilities of the platform to engage the public, listen to them, and respond to their questions and suggestions.

Keywords: Electronic Dialogic Communication, Communication Strategies, Saudi Ministry of Health, X Platform.