

Journal



of
P R e s e a r c h

Middle East

Special Issue

Journal of Public Relations Research Middle East

Scientific Refereed Journal - Supervision by Egyptian Public Relations Association - Twelfth Year - Fifty-third Issue - 10 October 2024

IF of the Supreme Council of Universities 2023 = 7

ICR IF 2021/2022 = 1.569

Arcif Impact Factor 2023 = 2.7558

Media between Peace & WAR


Abstracts of Arabic Researches:

- **Associate Prof. Dr. Mamdouh Elsayed Abd Elhady Shatla** - *Kafrelsheikh University*
The Semiotics of the Press Image of the Aggression on Gaza Strip -2024-
on the Websites of Arab and Foreign Newspapers: A Semiological Study 7
- **Associate Prof. Dr. Ayat Ahmed Ramadan Mohamed** - *Al-Azhar University*
The Role of Digital Media towards Peaceful Coexistence with Refugees in Egypt:
An Evaluative Study 8
- **Dr. Ibnaouf Hassan Ahmed** - *Liwa College - Abu Dhabi*
Dr. Rania Dafalla - *Liwa College - Abu Dhabi*
Digital Content Analysis on the Sudanese Conflict 2023: An Analytical Study
of the Contents of News Websites and Social Media Pages on Facebook and the X
Platform "Twitter" 10
- **Dr. Mariam Adel William Basta** - *Ain Shams University*
Persuasive Methods and Appeals Used on French Newspaper Websites in Covering
the Events of the War on Gaza 12
- **Dr. Omnia Bakri Sabra** - *Alexandria Higher Institute for Media*
Israel's Strategies to Repair its Image for the Arabs During Operation Al-Aqsa Flood
via Facebook: Content Analysis of the Page of the Israeli Occupation
Army Spokesman 13
- **Dr. Mohamed Salih AbdAllah Osman Abdelhadi** - *Jazan University*
Frameworks of Treatment of Tik Tok Videos on Al-Jazeera and Al-Hadath Platforms
for the Sudanese War: Descriptive Analytical Study 15
- **Dr. Om Al-Risk Mahmoud Abdel-Al Al-Muqbali** - *Al-Azhar University*
Framing of the Egyptian Daily Al-Ahram and the American USA Today Websites for
Humanitarian Aid during International Crises: (Al-Aqsa Flood as a Mode):
A Comparative Analytical Study 16

(ISSN 2314-8721)

Egyptian National Scientific & Technical Information Network
(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 **

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 (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 & 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.

** 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 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, Shibeen 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)**

**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 - Shibeh 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:



Semiotics of the Press Image of the Israeli Aggression on Gaza Strip 2024 on the Websites of Arab and Foreign Newspapers: A Semiological Study ^(*)

Dr. Mamdouh Elsayed Abd Elhady Shatla
mamdouh.shatla@spe.kfs.edu.eg

*Associate Professor & Head of the Department of Educational Media,
Educational Media Department,
Faculty of Specific Education,
Kafrelsheikh University*

Abstract

The research aimed to identify the semiotics of photo journalistic coverage of the Israeli aggression on the Gaza Strip on the websites of Arab and foreign newspapers after the events of October 7th, known in the media as the Battle of the Al-Aqsa Flood, and to know the extent of difference and agreement between the sites in the images they present, by conducting a quantitative and qualitative analysis. To determine the content of this image by using the semiological analysis tool for the apparent and latent meanings in the press photos published on the study sites: (the Egyptian Al-Ahram, the Jordanian Al-Dostor, the American Washington Post, and the British Guardian), during the period from March 1 to April 30, 2024, by analyzing 844 press photos of the aggression on the Gaza Strip.

This study is one of the descriptive studies that used the media survey approach and the qualitative method. The study reached many results, the most important of which are: The Egyptian Al-Ahram website came at the top of the study sites that were concerned with publishing press photos dealing with the Israeli aggression on the Gaza Strip, with a percentage of (42.18%), followed by the Jordanian Al-Dustour website in second place with a rate of (14.69 %), followed in third place by the American Washington Post website with a rate of (16.67%), then the British Guardian website in last place with a rate of (10%). The press photos covered by the study sites revealed the extent of the brutality of the Israeli aggression against the Gaza Strip, which targeted hospitals and schools, even those affiliated with UNRWA, and destroyed mosques. Most of the targets of the Zionist occupation army were children and women.

Key words:

Keywords: Semiotics of the Press Photo - The Israeli Aggression on the Gaza Strip 2024 - Websites of Arab and Foreign Newspapers - Semiotics.

(*) The Paper was received on July 02, 2024, and accepted for publication on October 01, 2024.