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Communication Practitioner Practices of E-Public Relations in Governmental Universities: an Applied Study on Menofiya University ^(*)

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Abstract

This paper presents a description of the Communication Practitioner practices for the “E-PR” activities in the Egyptian Governmental Universities through an applied study on Menoufia University, as well as a minute clarification of the concept of “E-PR”, and statement of practitioners’ commitments to the ethics of the profession, beside the mutual effect of practicing PR in its traditional Form versus its Electronic Form on the quality of performance and the work inside these universities. The researcher submits this research paper according to a scientific approach taking into account the communication activity Inputs/Outputs that affect the Target Audience.

This Study highlights the definition of “E-PR” and its real usage in Governmental Universities, as well as the electronic media activities performed by PR Departments within these universities, and the most important means and tools used within these universities. The researcher introduced the previous studies dealt with this subject with its various aspects, clarifying the way to manage “E-PR” within the universities.

The researcher discusses in this study the most important activities of “E-PR” and its usages within governmental universities, and how far is the commitment to the ethics of this profession in order to establish a quality performance; this shall be through the Four Communication Forms of “Gruing”. The researcher also presents some Future visions and scientific applications of “E-PR” to build

^(*) It was accepted summary of this study for presentation at the Third Forum of the Saudi public relations and advertising Association for: "digital public relations," which will be held in the period 19-20 Shaban 1436 H, corresponding to from 8-9 April 2015.

^(**) - CEO of Arab Public Relations Agency.
 - Chairman Journal of Public Relations Research Middle East.
 - Founder and Chairman Egyptian Public Relations Association.
 - Lecturer public relations at Egyptian universities.



a good mental image and fame about PR & Media in governmental Universities, especially in Menoufia University, Study Sample.

The researcher implemented a comprehensive Survey on the Communication Practitioners related to PR & Media and choose about (90) respondents. This study depends on (Survey) approach whether qualitative and quantitative type, and using the quantitative analysis tools, Interviews, and discussion groups.

The most important results of the study indicated the various Forms of “E-PR” in Menoufia University as Study Sample, 95% of the sample respondents stressed the importance of Training the PR Practitioners on the Electronic Publishing Programs, as well as Designing and managing Electronic Sites. Beside, about 92% of the practitioners in Menoufiea University indicated that PR in Governmental Universities needs to activate the remote usage of the Internet in Conferences and workshops via Direct Broadcasting Programs through the Internet.

The researcher recommended the necessity of accessing and referring to foreign universities Experiments in using the Internet within PR activities to clarify the reality of using “E-PR” in Egyptian Universities and planning to improve its usage.

Key Words: Communication Practitioner, E-PR, Multi-Media, Internet, Interactivity.