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English Researches:

- **Associate Prof. Dr. Yasmin Elsayed - Prof. Dr. Amany Albert** - *Beni Suef University*
Dr. Aya Said - *Canadian International College*

Echo Chambers in News Coverage and their Role in Shaping Geopolitical Narratives

7

Abstracts of Arabic Researches:

- **Dr. Faisal Kamil Nagmaldin Mohamed** - *Liwa University - Al Ain*
Associate Prof. Dr. Ghada Mohamed Othman Salih - *Liwa University - Al Ain*
The Implications of Social Media Influencers on Generation Z:
An Applied Study on the TikTok Platforme 40
- **Associate Prof. Dr. El-Sayed Abdul Rahman Ali** - *Liwa University - Al Ain*
Recent Trends in Integrated Marketing Communications Research and Studies 41
- **Dr. Amal Mohamed Mohamed Henish** - *Al-Azhar University*
Semiotic Analysis of Cartoons on Israeli Social Media Pages Targeting Arabic during the Aggression against Gaza: The "Israel Speaks Arabic" Page as a Model 42
- **Dr. Asmaa Ahamed Gooda El-Ebshehy** - *Higher Institute of Media and Communication Arts in 6th of October*
Employing Social Listening Tools in Analyzing Sentiments and Public Opinion Trends toward Issues of the Egyptian General Secondary Education (Thanaweya Amma) 44
- **Dr. Samih Elsayed Sharaki** - *Al-Azhar University*
Dr. Osama Mustafa Abd Elwhab - *Al-Azhar University*
Television Advertising and Adolescents' Purchase Behavior in the Egyptian Villages: A Field Study 46
- **Dr. Ahd Maher Abu Draz** - *Umm Al Quwain University*
University Students' Use of Multimedia in Higher Education and the Gratifications Derived from it: A Field Study on Universities in the United Arab Emirates 48
- **Dr. Mona Ebrahim Abdelhafz Abdrasol** - *Al-Azhar University*
Dr. Shimaa Ahmed Mohamed Refaat - *Al-Azhar University*
Egyptian Public Trends towards Using Reels as Cybersecurity Awareness Tool on Social Media: A Field Study 49

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Giza - Dokki - Ben Elsarayat - 1 Mohamed Alzoghpy Street

Publications: Al Arabia Public Relations Agency

Arab Republic of Egypt

Menofia - Shiben El-Kom - Postal Code: 32111 - P.O Box: 66

Mobile: +201141514157

Fax: +20482310073

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Postal Code: 32111 - P.O Box: 66
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Arab Republic of Egypt,
Giza, Dokki, Ben Elsarayat -1 Mohamed Alzoghpy St.

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

Web: www.apr.agency - www.jprr.epra.org.eg

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Recent Trends in Integrated Marketing Communications Research and Studies (*)

Associate Prof. Dr. El-Sayed Abdul Rahman Ali

dr.elsayedabdelrahman@gmail.com

Associate Professor of Public Relations & Advertising,

Public Relations & Advertising Department,

Faculty of Mass Communication & Public Relations,

Liwa University - Al Ain

Abstract

This study aims to identify the recent trends in integrated marketing communications research and studies. This study is considered a type of descriptive and explanatory research; it depends on the method of Meta-Analysis. Thus, the study analyzed a sample of published and unpublished scientific research related to integrated marketing communications, from 2012 to 2022, and amounted to (142) studies.

It concluded that recent research trends in the field of integrated marketing communications are as follows:

- The first research trend: Integrated electronic marketing communications.
- The second research trend: The impact of using integrated marketing communications in the organizations.
- The third research trend: The concept of integrated marketing communications and methods of its practice.
- The fourth research trend: Using of the elements of the marketing communications mix, integration and coordination between them.
- The Fifth Research trend: Marketing Public Relations.
- The Sixth Research trend: Green Marketing Communications (Green Marketing).
- The seventh research trend: Integrated Marketing Communications for Social Marketing.

Keywords: Integrated Marketing Communications - Public Relations - Electronic Marketing - Green Marketing - Social Marketing.

(*)The Paper was received on November 20, 2025, and accepted for publication on December 25, 2025.