

# Journal



# of PR research

## Middle East

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# **The relationship between the Egyptians' usage of the Egyptian electronic newspapers and the level of the knowledge about the Yemen crisis**

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## **Abstract**

There is a variety of crises that the Arabian society faces and it varies according to its reasons, results, dimensions and the variables affecting it, some of these crises are a political, economic and environmental crises.

The media effects field of study has witnessed a vast debate in the recent period about tight relationship between the current media and the regional and international conflicts and crises.

Within this framework this study is oriented to studying the relationship between the Egyptians' usage of the Egyptian electronic newspapers and the level of the knowledge about the Yemen crisis while considering the media as one of the important tools that plays a vital role in illustrating the crises - its reasons, consequences – and tries to find solutions for it and to improve the audience's level of knowledge about these crises.

The Egyptian audience represents the human society in this study, a random sample have been chosen consists of 400 person distributed using the equal distribution method so that 100 person for each governorate of ( Cairo – Beni suef – Sharkeya – Alexandria ) and a questionnaire has been designed to answer the questions of the study.

The results have shown that the degree of dependence on the Egyptian electronic newspapers is rising in times of crises and the need of information to form an opinion about the crisis becomes a priority.

The answers of the sample have proved that their following of the Yemen crisis have come from their fear that the conflict could expand to the neighbor countries which is their first priority.

The study has also proved that the Egyptian electronic newspapers have a moderate level of trust and this is as a result of the moderate knowledge about the Yemen crisis and its dimensions.

The study has shown that the audience's first need is realistic treatment by the media then the persuasion by what they offer from analysis.

The study assured the importance of the need for more due professional care from these electronic newspapers to maintain its creditability.

