# Journal





Middle East

**Journal of Public Relations Research Middle East** 

Scientific refereed Journal - Published by Egyptian Public Relations Association – Ninth Issue – October / December 2015

## **Abstracts Researches in Arabic:**

Prof. Dr. Enshirah el SHAL - Cairo University
 La nomophobie à l'ère du numérique

7

- Associate Prof. Dr. Khaled Ahmed Mosaed Sinai University
   Egyptian newspapers processing revolution June 30, analytical Study of the newspapers: AlAhram, Alwafd, Al Masry Al Youm
- *Dr. Abdullah Abdallah Mohammad elwazzan* Northern Border University
  Using New Media (Twitter) Among University Students and its
  Environmental Realization A field study over some colleges at Northern
  Border University The Kingdom of Saudi Arabia

10

Dr. Farag Khairy Darweash – Sinai University
 Using news sites and its role in reinforcing university student's attitude towards accepting other

11

- Dr. El-Sayed Abdel-Rahman Ali Sinai University
   The Relationship between Media Ownership and Political Decision Making in Egypt
- Aram Ibrahem Abu-Abat Imam Muhammad Bin Saud Islamic University
   Investing new technologies in public relations field Descriptive study

(ISSN 2314-8721)

Egyptian National Scientific & Technical
Information Network
(ENSTINET)
Copyright @2015 EPRA

www.epra.org.eg



# Journal of Public Relations Research Middle East (JPRR.ME)

**Scientific Refereed Journal** 

- Ninth issue - October / December 2015

#### Chairman

#### Dr. Hatem Saad

**Chair of EPRA** 

#### **Editor in Chief**

# Prof. Dr. Aly Agwa

Professor of Public Relations & former Dean of Faculty of Mass Communication - Cairo University Chair of the Scientific Committee of EPRA

### **Editorial Manager**

## Prof. Dr. Mohamed Moawad

Media Professor at Ain Shams University & former Dean of Faculty of Mass Communication - Sinai University Chair of the Consulting Committee of EPRA

#### **Editorial Assistants**

# Prof.Dr. Rizk Abd Elmoaty

Professor of Public Relations Misr International University

#### Dr. El-Sayed Abdel-Rahman

Assistant Professor of Public Relations
Mass Communication Faculty – Sinai University

#### **Address**

#### **Egyptian Public Relations Association**

Arab Republic of Egypt Giza - Dokki

Ben Elsarayat - 2 Ahmed Zayat Street Mobile: +201141514157 Tel: +2237620818 www.epra.org.eg jprr@epra.org.eg

# Scientific Board \*\*

# 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. Mona Al-Hadedy (Egypt)

Professor of radio and television - Faculty of Mass Communication, Cairo University

## 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. Enshirah el SHAL (Egypt)

Professor of Media at the Faculty of Mass Communication, Cairo University (State Doctorate in Arts and Humanities from France)

#### Prof. Dr. Hassan Mekawy (Egypt)

Professor of radio and television - Faculty of Mass Communication, Cairo University

#### Prof. Dr. Nesma Younes (Egypt)

Professor of Radio & Televosion at the Faculty of Mass Communication, Cairo University

#### **Prof. Dr. Mohamed Moawad** (Egypt)

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

# Prof. Dr. Samy Abd Elaziz (Egypt)

Professor of public relations and marketing communications for the former Dean of the Faculty of Information, Cairo University

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

Professor of Media and Public Relations Department of the Faculty of Media Arts - King Saud 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. Basyouni Hamada (Egypt)

Professor of media and public opinion, political - Faculty of Mass Communication, Cairo 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. Hassan Aly (Egypt)

Professor of Radio & Television and Head of Mass Communication Department – Faculty of Arts - Mina University

#### **Prof. Dr. Mahmoud Hassan Ismael** (Egypt)

professor of Culture Media and Children at Ain Shams University

#### **Prof. Dr. Hamdy Abo Alenen** (Egypt)

Media professor and dean of the Faculty of Al-Alsun and Mass Communication, Vice President of the International University of Egypt

#### 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 & Televosion and Vice- Dean for Student Affairs at the Faculty of Mass Communication, Cairo University

# Prof. Dr. Tahseen Mansour (Jordan)

Professor of Public Relations at the Faculty of Mass Communication, Yarmouk University

#### Prof. Dr. Mohamed Elbokhary (Syria)

Professor, Department of Public Relations and Publicity, School of Journalism, University of MF Uzbek national Ulugbek Beck

# 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.

<sup>\*\*</sup> 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 specialized Professors.

The journal is affiliated to the Egyptian Public Relations Association, the first Egyptian specialized scientific association in public relations.

- The journal is accredited, Classified internationally for its printed and electronic version from the Academy of Scientific Research and Technology in Cairo And classified by the Committee of Scientific Promotion Specialization media Supreme Council of Universities.
- 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, 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 present a printed copy and an electronic copy of his manuscript on a CD 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 one week 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 15 days.

- The publication fees of the manuscript for the Egyptians are: 850 L.E. and for the Expatriate Egyptians and the Foreigners are: 450 \$.
- If the referring committee refused and approved the disqualification of publishing the manuscript, an amount of 250 L.E. will be reimbursed for the Egyptian authors and 130 \$ for the Expatriate Egyptians and the Foreigners.
- The manuscript does not exceed 35 pages of A4 size. 20 L.E. will be paid for an extra page for the Egyptians and 5 \$ for Expatriate Egyptians and the Foreigners authors.
- A special 10 % 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.
- Three copies of the journal and three Extracted pieces from the author's manuscript after the publication.
- The fees of publishing the scientific abstract of (Master's Degree) are: 250 L.E. for the Egyptians and 150 \$ for the Foreigners.
- The fees of publishing the scientific abstract of (Doctorate Degree) are: 350 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 Society of Public Relations. Three copies 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.
- Three copies of the journal are 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 Society of Public Relations.
- 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 Egyptian Association for Public Relations.
- Submissions will be sent to the chairman of the Journal.

#### Address:

Egyptian Public Relations Association,

Arab Republic of Egypt, Gizza, El-Dokki, Bein El-Sarayat, 2 Ahmed El-zayat Street.

And also to the Association email: jprr@epra.org.eg, or epra\_cairo@yahoo.com, dr\_hatematef2000@yahoo.com, after paying the publishing fees and sending a copy of the receipt.

# Copyright © EPRA 2015

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 Egyptian public Relations Association, 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 2314-8723X)

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

#### **EPRA Publications**

Egyptian Public Relations Association, Gizza, Egypt Dokki, Ben Elsarayat -2 Ahmed Elzayat St.

Email: <a href="mailto:chairman@epra.org.eg">chairman@epra.org.eg</a> - <a href="mailto:jprr@epra.org.eg">jprr@epra.org.eg</a>

Web: www.epra.org.eg

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

# The Relationship between Media Ownership and Political Decision Making in Egypt

**Dr. El-Sayed Abdel-Rahman Ali**Assistant Professor of Public Relations & Advertising
University of Sinai

# **Abstract**

This study aims to monitor and analyze the relationship between media ownership and political decision making in Egypt .The study is a descriptive and explanatory one, and it uses a survey method. Moreover; it uses a media discourse analysis .Otherwise, the study concludes that there is a difference in the media manipulation of democratic transformation issues according to ownership patterns of media .The study emphasizes that Egyptian media do not play a vital role in the political decision making process in Egypt.