

Journal



Of P R Research

Middle East

Journal of Public Relations Research Middle East

Scientific refereed Journal - Supervision by Egyptian Public Relations Association - Sixth year – Twenty First Issue - October / December 2018

Arab Impact Factor 2018 = 1.48

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(ISSN 2314-8721)

Egyptian National Scientific & Technical Information Network
(ENSTINET)

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Deposit number : 24380 /2019

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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

Second edition refined and revised.

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The Journal is indexed within the following international digital databases:



The Media and the Problems of Social Awareness of Political Changes in the Arab World (A Futuristic Vision)

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Abstract

The Information Age has created a new media pattern that differs in its concept from previous media systems. Many features characterize it, including, interactivity, fragmentation of communication, latency, portability, portability, mobility, multimedia, popularity and spread. This new media style relies on telecommuting and uses a new, interactive and multimedia technology. The new information technology did not eliminate the old means of communication, on the contrary it developed, even changed and altered it dramatically, and led to the integration of different media, which were in the past independent means that do not relate to each other in such a way canceled the border between those means.

The scientific methodological study of the new media phenomenon should examine this phenomenon as a relatively independent and distinct phenomenon with specific features and characteristics, but it is rooted in history and society and intertwined with the social fabric and context (political, economic and technical). Communication has become a process that has no beginning, end, or assumed sequence of events. It has no fixed and independent objects, and all elements interact ... and there are dynamic relationships between these elements, connecting them and determining the shape and consequences of the phenomenon.

The research seeks to identify the new media, and identify its characteristics and factors that contributed to its emergence and development. And to identify the technical means used in the delivery of communicative messages and analysis of major transformations in the Arab region and in the eruption of revolutions with a media vision, and exposed the other face of the media because of the risks of losing of professionalism and uncertainty of credibility, and sometimes dumping in the egoism and the weakness of ethical aspects, in addition to the creation of a new form of Unregulated democracy which has political frameworks limiting it.

Finally, the research seeks to present a future vision of the image of the Arabs in the era of social communication.