

# Journal



# of P R research

## Middle East

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Arab Republic of Egypt  
Giza - Dokki

Ben Elsarayat - 2 Ahmed Zayat Street

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www.epra.org.eg

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# Journal of Public Relations Research Middle East

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## **The opinion of the Elite about: "The dialectic of rumors first or crises?" Egypt as a model**

*Dr. Hatem Mohamed Atef*

[chairman@epra.org.eg](mailto:chairman@epra.org.eg)

Assistant Professor & Consultant of Public Relations  
Faculty of Mass Communication – Al-Azhar University (Part time)  
Founder & Chair of EPRA, Journal of P.R Research Middle East

### **Abstract**

The rumors are rife in the circumstances of wars, political and economic crises and poverty. If we are well acquainted with Egypt as a state and society throughout the historical ages, we will find that this country has long been surrounded by such circumstances. There are many issues, crises and events that have spread rumors in Egypt and constitute a broad public opinion. On the other hand, Many politicians and political leaders in Egypt used to pass a lot of files and decisions. They also fought under the influence of rumors about psychological wars against political parties or movements and political movements that caused internal and international crises.

The problem of research is determined by identifying the main features of the causes of the crisis, the connection of its spread to the rumors and vice versa, the consequences of the crisis, and generating rumors of public opinion, the role of the community elites in assessing and evaluating the crisis and responding to and combating the rumors.

The purpose of the research is to identify the elite's opinion on the dialectic of rumors and crises, and what causes the fabrication of the other?, It also aims to identify the main reasons for the spread and occurrence of crises and how to overcome them in order to avoid the generation and spread of rumors, and finally to identify the role of leaders of opinion and decision makers in assessing and evaluating crises Rumors.

The researcher used the Survey Method of the descriptive studies and the Qualitative Method. The study population is the community elite in Egypt, and the research sample (20) is one of the professors of the universities, the media and the journalists. The researcher used qualitative analysis, direct scientific observation, and interviews; and electronic survey as research tools in his study.

The researcher's findings indicate that the relationship between the crisis and the rumor is often interchangeable and the rumor often creates a crisis, and in many cases the crisis is often accompanied by a series of rumors

because of the lack of documented information from the Crisis Group spokesmen. The most important reasons for the crisis: lack of awareness of the crisis and lack of prior planning and the lack of consensus on the solution. And that crisis have a major role in the spread of rumors in Egyptian society, as it is a fertile environment for the spread of rumors, and has a large role in the spread, especially in the absence of information. The results also indicate that the problem of "Tiran" and "Sanafir", which is fabricated, appears, is floating or subsides according to international relations, and whether or not information is available to the social media sites whether information were available or not, and how the crisis was evaluated, the elites opinions were as follows: to get ready and prevent probable crises based on early warning signals by formulating a team to manage the crisis with predefined specifications, capabilities and powers.

**Keywords:** Elite, Rumors, Crises.