

Journal



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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.

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Media and Communication Role in Advanced Regional Systems: A Theoretical Approach

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Abstract

Progressive regionalism is a modern form of community organization, aimed at developing mechanisms of administrative and economic action in the regions, and raising members of local communities at all levels, contributed to the crystallization of Regional Media concept.

Because central information systems cannot meet all the needs and requirements of all sectors of the society, the tendency of many governments in many countries was to decentralize the media and promote media in the context of regional systems.

This study will explore the emergence of the phenomenon and its development steps on a global and Arab level. For this purpose, the role that the media must provide to contribute to the establishment of these systems will be questioned, starting from the theory of social responsibility, ending up with the developmental theory. This theoretical approach can define the responsibility of the media in local development, its pivotal role in the regions, such as the affirmation of the national identity, sovereignty and cultural specificities of local communities. A chart describing a road map for the regional media to be effective in the developed regionalism concept was proposed at the end.