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Address

Egyptian Public Relations Association

Arab Republic of Egypt
Giza - Dokki

Ben Elsarat - 2 Ahmed Zayat Street

Mobile: +201141514157

Tel : +2237620818

www.jprr.epra.org.eg

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Journal of Public Relations Research Middle East

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

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 Arab Republic of Egypt, Gizza, El-Dokki, Bein El-Sarayat, 2 Ahmed El-zayat Street.
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Egyptian Public Relations Association, Gizza, Egypt
Dokki, Ben Elsarayat -2 Ahmed Elzayat St.

Email: chairman@epra.org.eg - jpr@epra.org.eg

Web: www.epra.org.eg , www.jpr.epra.org.eg

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

Fax: (+2) 048-231-00 -73

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Research Trends in the Study of Fake News "Problematic Concept and Dimensions"

Dr. Marwa Said

marwa.saidraafat@gmail.com

Assistant Professor

Head of the College of Mass Communication,

Al Ghurair University, Dubai,

Lecturer in Minia University – Egypt

Abstract

This study was launched from the importance and implications of the published fake news media, especially the so-called “New Media”, researchers found that the effects and consequences of the fake news in the era of digital communication is often more important than the fact that the news is false. As the news spread, it is difficult to reduce it even if the evidence established that it was false or fabricated. Many of us have been subjected to news models that was discovered after their deployment they were false, although its impact and effect remain as if it was honest and documented.

In addition, the concept of "fake news" is a concept with multiple expressions that undermines the role of the media as a fourth power.

Many studies have sought to put the definitions of this concept, but there are still remains the problem of unification of this concept, which is what this study seeks to monitor it through the induction of previous studies which addressed this concept and analyzes them in the framework of a second-level analysis.

The objectives of the study:

1. Identifying the concept of this term, as submitted by previous studies and exploring the difference in the theoretical orientation of this concept, depending on the prevailing ones by ideologies in each study.
2. Providing critical vision for these studies about this concept using the second level analysis and monitoring of the problems relating to.
3. Reviewing of previous studies that dealt with the concept of fake news and presenting a future vision of this concept according to these studies.

The study methodology:

This study has used "the analysis of the second level" in order to review and analyze 14 studies directly addressed the term "Fake News ", these studies have varied, some of them about the television fake news and the others about the new media fake news, whether published or visible. The methods of analysis of these studies are varied too, some are adopted on the questionnaire or content analysis as tools of measurement. The researcher had intended this diversity in order to enrich the results of the study and stand on the problem of the study to come out with results within a comprehensive critical vision.