

Journal



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Abstracts of Arabic Researches:

- **Prof. Dr. Rizk Saad Abd EL Moaty** - Misr International University
Approaches to Study Digital Public Relations at Al- Azhar University 7
- **Associated Prof. Dr. Yahia Benlarbi** - University of Oran 1 (Algeria)
Crises Communications Management in the Digital Social Networks time:
Theoretical Transformations and Practical Models 8
- **Associated Prof. Dr. Thouraya snoussi** - University of Sharjah (UAE)
Media and Communication Role in Advanced Regional Systems:
A Theoretical Approach 9
- **Dr. Marwa Said** - Al Ghurair University,(Dubai)
Research Trends in the Study of Fake News
"Problematic Concept and Dimensions" 10
- **Dr. Suhad Adil Jassim** - Al-Mustansariya University
Dr. Mohammed Jabbar Zghair Algrizy - Ahlia University – (Iraq)
Cases of Ignorance in the Media Discourse 11
- **Dr. Sara Said** - Zagazig University
The Impact of Media Intervention in Judicial Work on Public Attitudes 12

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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.
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Cases of Ignorance in the Media Discourse

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Abstract

The research topic is the problematic of production of linguist speech that is able to wash brains receiving it, and the first of these dilemmas are the lack of ability to control the information and its formulation, method of submission, submission concentration, density, and the repetition and communication, definitely affect the human feelings and thus his attitudes, and reactions, then in his concepts thus in his behavior.

For this we say that the media has the greater role for the formation of human behavior from the information that is provided and attitudes shaped in a way serving the intentions of whom standing behind it from the politicians. That is because these societies don't have political or media competence, resulting in the addition of a new media to the known media (read, audio, visual and electronic) which is the (citizen way) made by the citizen who consumed the language and re-produced as a media.

Media as a whole is a group of stimuli such as the highest, fastest and most established, and the recipient is working to re-filter these stimuli according to the most established, this is what the media used to control our thinking and minds to adapt us to serve its objectives. Ignorance has also been used to direct consciousness, stereotype and transform it into a single-minded personality, then after that built on this new consciousness according to its economic, intellectual and political strategies, most of Arab societies, under the blows of modernity and secularism, have become similar consumer societies in their way of life in Western societies, after the media devoted a culture of psychological defeat in the Arab consciousness, and devoted the predominance of the West in everything as an uncompromising compulsive understanding, so the visual media played a very large role in creating conceptual confusion on the one hand and sectarianism on the other supported by the domination of the minds, and its militarization is a doctrine of knowledge and a dedication to the division and the subjugation of the conflict and the manufacture of illusion through the fabrication of imaginary enemies and directing weapons in different directions of reality and not towards the real enemy.