Journal





7

34

35

42

Middle East

Journal of Public Relations Research Middle East

Scientific refereed Journal - Supervision by Egyptian Public Relations Association - Eighth year - Twenty Seventh Issue - April / June 2020 Arab Impact Factor 2019 = 1.5 Arcif Impact Factor 2019 = 0.1321

English Researches:

Associate Prof. Dr. Dina Ahmed Orabi - Cairo University Local, Foreign and Global Consumer Culture Positioning: Strategy Choices in International **Television Advertising in Egypt**

Abstracts of Arabic Researches:

Prof. Dr. Azza Mostafa Elkahkey - Umm Al-Qura University Dania Abdullah Al Malik - Umm Al-Qura University

Factors Affecting on Effectiveness of the Professional Performance of Public Relations and 31 Customer Service Staff in the Banks

Associate Prof. Dr. Suhad Adel Jassim - University of Mustansiriya Dr. Mohammed Jabbar Zoghair - Imam Sadeg University (PR)

Language Violence in Media Discourse

33

Dr. Salwa Ali Ibrahim Elgayyar - Port Said University Treatment of the Social Protection Issues for the Child in Websites of the Childhood

Organizations and Their Relationship with Awareness of the University Students

Dr. Aida M. Almor - Mansoura University Relationship between Adolescents' Exposure to Social Media and their Digital Citizenship Levels

 Dr. Shimaa Ezz El-Din Zaki Gomaa - Ain Shams University 36 Short Video Marketing Methods: An Exploratory Study on "TikTok" in Egypt

Dr. Heba Mostafa Hassan Mostafa - Port Said University Dr. Walaa Mohamed Mahrous Abdo Elnaghi - Port Said University

Factors Affecting the Communicator's Perception of his Media Roles And their Relationship with the Local Authority: A Survey Study for on the Communicator in the Traditional and New Media in Port Said Governorate

Dr. Elsayed Abdelrahman Ali Abdelrahman - Suez University

Role of Public Relations in Framework of the Integrated Marketing Communications System 38

Dr. Gehan Saad Abdo El Maby - Mansoura University

Electronic Harassment through Social Media and its Psychological and Social Effects among a sample of Teenage girls: A field Study 39

Dr. Riham Ali Noweir - Institute of Literary studies in King Mariot Behavior of the Audience in Modifying the Stereotype of Muslims in Britain: A case Study of the Influence of Egyptian player Muhammad Salah on Liverpool Fans 41

Hassan Ahmed Abusharifah - Jazan University Salama Ahmed Mohammed Alfaifi - Jazan University

Usage of Al-Jazeera for the Social Media Platforms such as Twitter as a Tool to Generate Fake News

(ISSN 2314-8721)

Egyptian National Scientific & Technical Information Network

(ENSTINET)
With the permission of the Supreme Council for Media Regulation in Egypt
Deposit number: 24380/2019

Copyright 2020@APRA www.jprr.epra.org.eg



Journal of Public Relations Research Middle East (JPRR.ME)

Scientific Refereed Journal Twenty Seventh Issue - Eighth year - April / June 2020

Founder & Chairman

Dr. Hatem Moh'd Atef

EPRA Chairman

Editor in Chief

Prof. Dr. Aly Agwa

Professor of Public Relations & former Dean of Faculty of Mass Communication - Cairo University Head of the Scientific Committee of EPRA

Editorial Managers

Prof. Dr. Mohamed Moawad

Media Professor at Ain Shams University & former Dean of Faculty of Mass Communication - Sinai University Head of the Consulting Committee of EPRA

Prof. Dr. Mahmoud Youssef

Professor of Public Relations & former Vice Dean Faculty of Mass Communication - Cairo University

Editorial Assistants

Prof.Dr. Rizk Abd Elmoaty

Professor of Public Relations Misr International University

Dr. Thouraya Snoussi (Tunisia)

Associate professor of Mass Communication & Coordinator College of Communication University of Sharjah (UAE)

Dr. Suhad Adil (Iraq)

Associate Professor of Public Relations Mass Communication Department College of Arts - Al-Mustansiriyah University

Dr. Fouad Ali Saddan (Yemen)

Associate Professor & Head Dep. of Public Relations Faculty of Mass Communication Yarmouk University (Jordan)

Dr. Nasr Elden Othman (Sudan)

Assistant Professor of Public Relations
Faculty of Mass Communication & Humanities Sciences
Aiman University (UAE)

Public Relations Manager

Alsaeid Salm

Arabic Reviewers

Ali Elmehy Sabri Suleiman

Address

Egyptian Public Relations Association

Arab Republic of Egypt Giza - Dokki - Ben Elsarayat - 2 Ahmed Zayat Street

Publications: Al Arabia Public Relations Agency

Arab Republic of Egypt Menofia - Shiben El-Kom - Postal Code: 32111 - P.O Box: 66

Mobile: +201141514157 Fax: +20482310073 Tel: +2237620818 www.jprr.epra.org.eg Email: jprr@epra.org.eg - ceo@apr.agency

Advisory Board ** IPRR.ME

Prof. Dr. Aly Agwa (Egypt)

Professor of Public Relations and former Dean of the Faculty of Mass Communication, Cairo University

Prof. Dr. Thomas A. Bauer (Austria)

Professor of Mass Communication at the University of Vienna

Prof. Dr. Yas Elbaiaty (Iraq)

Professor of Journalism at the University of Baghdad, Vice Dean of the Faculty of Media and Information and Humanities, Ajman University of Science

Prof. Dr. Hassan Mekawy (Egypt)

Professor of radio and television - Faculty of Mass Communication, Cairo University

Prof. Dr. Mohamed Moawad (Egypt)

Media professor at Ain Shams University & former Dean of Faculty of Mass Communication - Sinai University

Prof. Dr. Samy Abd Elaziz (Egypt)

Professor of public relations and marketing communications for the former Dean of the Faculty of Information, Cairo University

Prof. Dr. Abd Elrahman El Aned (KSA)

Professor of Media and Public Relations Department of the Faculty of Media Arts - King Saud University

Prof. Dr. Mahmoud Yousef (Egypt)

Professor of Public Relations - Faculty of Mass Communication, Cairo University

Prof. Dr. Samy Taya (Egypt)

Professor and Head of Public Relations Faculty of Mass Communication - Cairo University

Prof. Dr. Gamal Abdel-Hai Al-Najjar (Egypt)

Professor of Media, Faculty of Islamic Studies for Girls, Al-Azhar University

Prof. Dr. Sherif Darwesh Allaban (Egypt)

Professor of printing press & Vice- Dean for Community Service at the Faculty of Mass Communication, Cairo University

Prof. Dr. Barakat Abdul Aziz Mohammed (Egypt)

Professor of radio and television & Vice- Dean of the Faculty of Mass Communication for Graduate Studies and Research, Cairo University

Prof. Dr. Othman Al Arabi (KSA)

Professor of Public Relations and the former head of the media department at the Faculty of Arts – King Saud University

Prof. Dr. Abden Alsharef (Libya)

Media professor and dean of the College of Arts and Humanities at the University of Zaytuna - Libya

Prof. Dr. Waled Fathalha Barakat (Egypt)

Professor of Radio & Televosion and Vice-Dean for Student Affairs at the Faculty of Mass Communication, Cairo University

Prof. Dr. Tahseen Mansour (Jordan)

Professor of Public Relations at the Faculty of Mass Communication, Yarmouk University

Prof. Dr. Mohamed Elbokhary (Syria)

Professor, Department of Public Relations and Publicity, School of Journalism, University of MF Uzbek national Ulugbek Beck

Prof. Dr. Ali Kessaissia, (Algeria)

Professor, Faculty of Media Science & Communication, University of Algiers-3.

Prof. Dr. Redouane BoudJema, (Algeria)

Professor, Faculty of Media Science & Communication, University of Algiers-3.

Prof. Dr. Hisham Mohammed Zakariya, (Sudan)

Professor of Mass Communication at King Faisal University – Former Dean of the Faculty of Community Development at the University of the Nile Valley, Sudan.

^{**} Names are arranged according to the date of obtaining the degree of a university professor.

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 Professors specialized in the same field under a scientific supervision of the Egyptian Public Relations Association, which considered the first Egyptian scientific association specialized in public relations, (Member of the network of scientific Associations in the Academy of Scientific Research and Technology in Cairo).

The Journal is part of Al-Arabia Public Relations Agency's publications, specialized in education, scientific consultancy and training.

- The Journal is approved by the Supreme Council for Media Regulation in Egypt. It has an international numbering and a deposit number. It is classified internationally for its both printed and electronic versions by the Academy of Scientific Research and Technology in Cairo. In addition, it is classified by the Scientific Promotions Committee in the field of Media of the Supreme Council of Universities in Egypt.
- It is the first arbitrative scientific journal with this field of specialization on the Arab world and the Middle East. Also, the first Arab scientific journal in the specialty of (media) which obtained the Arab Impact Factor with a factor of 1.50 = 100% in the year of 2019G report of the American Foundation NSP "Natural Sciences Publishing" Sponsored by the Arab Universities Union.
- This journal is published quarterly.
- The journal accepts publishing books, conferences, workshops and scientific Arab and international events.
- The journal publishes advertisements on scientific search engines, Arabic and foreign publishing houses according to the special conditions adhered to by the advertiser.
- It also publishes special research papers of the scientific promotion and for researchers who are about to defend master and Doctoral theses.
- The publication of academic theses that have been discussed, scientific books specialized in public relations and media and teaching staff members specialized scientific essays.

Publishing rules:

- It should be an original Manuscripts that has never been published.
- Arabic, English, French Manuscripts are accepted however a one page abstract in English should be submitted if the Manuscripts is written in Arabic.
- The submitted Manuscripts should be in the fields of public relations and integrated marketing communications.
- The submitted scientific Manuscripts are subject to refereeing unless they have been evaluated by scientific committees and boards at recognized authorities or they were part of an accepted academic thesis.
- The correct scientific bases of writing scientific research should be considered. It should be typed, in Simplified Arabic in Arabic Papers, 14 points font for the main text. The main and sub titles, in Bold letters. English Manuscripts should be written in Times New Roman.
- References are mentioned at the end of the Manuscripts in a sequential manner.

- References are monitored at the end of research, according to the methodology of scientific sequential manner and in accordance with the reference signal to the board in a way that APA Search of America.
- The author should present a printed copy and an electronic copy of his manuscript on a CD written in Word format with his/her CV.
- In case of accepting the publication of the manuscript in the journal, the author will be informed officially by a letter. But in case of refusing, the author will be informed officially by a letter and part of the research publication fees will be sent back to him soon.
- If the manuscript required simple modifications, the author should resent the manuscript with the new modifications during one week after the receipt the modification notes, and if the author is late, the manuscript will be delayed to the upcoming issue, but if there are thorough modifications in the manuscript, the author should send them after 15 days.
- The publication fees of the manuscript for the Egyptians are: 2800 L.E. and for the Expatriate Egyptians and the Foreigners are: 550 \$.with 25% discount for Masters and PhD Students.
- If the referring committee refused and approved the disqualification of publishing the manuscript, an amount of 1400 L.E. will be reimbursed for the Egyptian authors and 275 \$ for the Expatriate Egyptians and the Foreigners.
- Fees are not returned if the researcher retracts and withdraws the research from the journal for arbitration and publishing it in another journal.
- The manuscript does not exceed 40 pages of A4 size. 30 L.E. will be paid for an extra page for the Egyptians and 10 \$ for Expatriate Egyptians and the Foreigners authors.
- A special 25 % discount of the publication fees will be offered to the Egyptians and the Foreign members of the Fellowship of the Egyptian Public Relations Association for any number of times during the year.
- Two copies of the journal and Five Extracted pieces from the author's manuscript after the publication.
- The fees of publishing the scientific abstract of (Master's Degree) are: 250 L.E. for the Egyptians and 150 \$ for the Foreigners.
- The fees of publishing the scientific abstract of (Doctorate Degree) are: 350 L.E. for the Egyptians and 180 \$ for the Foreigners. As the abstract do not exceed 8 pages and a 10 % discount is offered to the members of the Egyptian Society of Public Relations. Three copies of the journal will be sent to the author's address.
- Publishing a book offer costs LE 700 for the Egyptians and 300 \$US for foreigners.
- Three copies of the journal are sent to the author of the book after the publication to his/her address. And a 10% discount is offered to the members of the Egyptian Society of Public Relations.
- For publishing offers of workshops organization and seminars, inside Egypt LE 600 and outside Egypt U.S. \$ 350 without a limit to the number of pages.
- The fees of the presentation of the International Conferences inside Egypt: 850 L.E. and outside Egypt: 450 \$ without a limitation of the number of pages.
- All the research results and opinions express the opinions of the authors of the presented research papers not the opinions of the Al Arabia Public Relations Agency or the Egyptian Public Relations Association.
- Submissions will be sent to the chairman of the Journal.

Address:

Al Arabia Public Relations Agency,

Arab Republic of Egypt, Menofia, Shiben El-Kom, Crossing Sabry Abo Alam st. & Al- Amin st.

Postal Code: 32111 - P.O Box: 66

And also to the Journal email: jprr@epra.org.eg, or ceo@apr.agency, after paying the publishing fees and sending a copy of the receipt.

All rights reserved.

None of the materials provided on this Journal or the web site may be used, reproduced or transmitted, in whole or in part, in any form or by any means, electronic or mechanical, including photocopying, recording or the use of any information storage and retrieval system, except as provided for in the Terms and Conditions of use of Al Arabia Public Relations Agency, without permission in writing from the publisher.

And all applicable terms and conditions and international laws with regard to the violation of the copyrights of the electronic or printed copy.

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

To request such permission or for further enquires, please contact:

APRA Publications

Al Arabia Public Relations Agency

Arab Republic of Egypt,

Menofia - Shiben El-Kom - Crossing Sabry Abo Alam st. & Al- Amin st.

Postal Code: 32111 - P.O Box: 66

Ot

Egyptian Public Relations Association

Arab Republic of Egypt,

Giza, Dokki, Ben Elsarayat -2 Ahmed Elzayat St.

Email: ceo@apr.agency - jprr@epra.org.eg

Web: www.apr.agency, www.jprr.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

The Journal is indexed within the following international digital databases:











JPRR.ME No.27 33

Language Violence in Media Discourse

Dr. Suhad Adel Jassim
centerst@gmail.com
Associate Professor of Public Relations,
college of Arts,
University of Mustansiriya
Dr. Mohammed Jabbar Zoghair

mahmmed_j_12@yahoo.com

Assistant Professor of Public Relations

Imam Sadeq University (PR)

Abstract

The Use of violence in the media discourse by words, speeches and information material used in some media targeting the addressee in terms of violence is an unhealthy phenomenon in the society and its application by some media institutions is intended to ridicule and reduce from the address, to be ignorant, as well as some of the media differentiated from its equivalent using abusive speeches, and this in turn leads to behaviors affecting on society.

Violence in the language has become dominant on the minds of many, and verbal violence has become necessary to achieve the desired effect by the media in order to attract the most views and influence on them through scenes of violence in the news.

The researchers noted prevalence of violence in media discourse through some media outlets, which led the researchers to address some social networking sites to diagnose some cases of violence in the language, and provide treatments that contribute to reduce the spread of violence in the media discourse.

Keywords: Language violence, media discourse.