

**Abstracts of Arabic Researches:**

- *Associate Prof. Dr. Eman Fathy Abdel Mohssen Hussein - Umm Al-Qura University*  
*Lujain Ismail Muhammad Farid Shukri - Umm Al-Qura University*  
Role of Electronic Media Campaigns on Social Media in Raising Awareness  
of the National Transformation Program 2020 7
- *Associate Prof. Dr. Dina Ahmed Orabi - Cairo University*  
An evaluative study of the Egyptian child advertising awareness:  
A survey on a sample of public school students in Egypt 9
- *Dr. Badr Al-Din Ali Hamad Muhammad - Jazan University*  
Using Social Networking Sites to Teach Secondary School in Sudan:  
A field Study on State of Khartoum 10
- *Dr. Elsayed Abdelrahman Ali Abdelrahman - Suez University*  
Advertising Reality in the Egyptian Media: An Analytical Study 11
- *Dr. Samr Ibrahim Osman - Port Said University*  
*Dr. Dina Mohamed Assaf - Port Said University*  
Relationship of the elites in Port Said with the media and the local public:  
A field study of the communication and interaction mechanisms 12
- *Dr. Moeen F.M. Koa - An-Najah National University*  
*Abdel Aziz A. A. Darwish (MA) - An-Najah National University*  
Extent to which the Palestinian police rely on persuasive method in their  
communicative contents published through Facebook aimed at promoting  
civil peace and combating crime: An analytical study within framework of  
the four models of public relations 14
- *Dr. Aida M. Almor - Mansoura University*  
Methods of applying media education in general education schools from  
perspective of educational media professional 16
- *Rula Abdelrahman Ali - Misr University for Science & Technology*  
Role of the communicator in Egyptian Institutions in Informing the Public  
about the Government Management of the Nile water crisis 17

**English Researches:**

- *Awatef Abdulla - Sharjah University*  
Use of Communication Technologies by the General Directorate of  
RAK Police 18



## 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 Saddam** (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  
Ajman University (UAE)

## Public Relations Manager

**Alsaeid Salm**

## Arabic Reviewers

**Ali Elmehy**

## 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 - Shibeh 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 \*\* JPRR.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 Youssef** (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 & Television 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.

**Prof. Dr. Abdul Malek Radman Al-Danani**, (Yemen)

Professor, Faculty of Media & Public Relations, Emirates Collage of Technology, UAE.

# Journal of Public Relations Research Middle East

**I**t 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 arbitrated 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: 500 L.E. for the Egyptians and 150 \$ for the Foreigners.
- The fees of publishing the scientific abstract of (Doctorate Degree) are: 600 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. One copy 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 Public Relations Association.
- 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, Shibben El-Kom, Crossing Sabry Abo Alam st. & Al- Amin st.  
Postal Code: 32111 - P.O Box: 66

And also to the Journal email: [jpr@epra.org.eg](mailto:jpr@epra.org.eg), or [ceo@apr.agency](mailto: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 - Shibeen El-Kom - Crossing Sabry Abo Alam st. & Al- Amin st.

Postal Code: 32111 - P.O Box: 66

Or

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:



## Using Social Networking Sites to Teach Secondary School in Sudan: A field Study on State of Khartoum

*Dr. Badr Al-Din Ali Hamad Muhammad*

[badereldin1970@gmail.com](mailto:badereldin1970@gmail.com)

Assistant Professor at Department of Journalism & Media,  
College of Arts and Humanities,  
Jazan University

### Abstract

The study belongs to descriptive and analytical research. The researcher used the media survey method for an available sample of 320 secondary teachers in Khartoum State. The researcher used the questionnaire tool.

This study aimed to identify the extent to which teachers at the secondary school in Khartoum State in Sudan use social networking sites and to know their views on the use of social networking sites in teaching and to clarify the extent to which students benefit from teachers using social media site. The results showed that the study sample is exposed to social media websites on a daily basis and that most of the social networking sites used by the members of the sample are WhatsApp followed by Facebook, and the study showed that social networking sites helped the teacher to introduce new methods of teaching and also changed the role of the teacher from the initiator of the information to role of the supervisor, as the study confirmed help of social networking sites for the teacher to see the experiences of others in the field of teaching for secondary school curricula in Khartoum State, Sudan.

**Keywords:** social networking sites - secondary school - Sudan.