Journal







9

Middle East

Journal of Public Relations Research Middle East

Scientific refereed Journal - Supervision by Egyptian Public Relations Association - Eighth year - Twenty Ninth Issue / Part 2 - 10 October 2020

Arab Impact Factor 2019 = 1.5

Arcif Impact Factor 2019 = 0.1321

Media and the Corona pandemic: credibility or crises and rumors?

Abstracts of Arabic Researches:

•	Dr. Mohamed Abdel-Hamid Ahmed - Al-Azhar University
	Use of Electronic Newspapers for Infographics in Covering the Repercussions
	of the COVID 19 Pandemic 7

- Dr. Merhan Mohsen Tantawi Pharos University
 Evaluating the Communication Methods Used in E-Learning during the
 Corona Pandemic, and Extent of their Effectiveness for Students: Case Study 8
- Dr. Hagar Mahmoud Mohamed Omar 6th October University
 Egyptian Public's Use of "Television" and "Facebook" to Get Information about the Corona Pandemic and their Attitudes towards Governmental Performance in the Infodemic
- Dr. Eman Saber Sadek Shaheen Ain Shams University
 Influential Factors on Egyptian Public's communication behavior during
 COVID-19 crisis: A field study
- Dr. Mohamed Osman Hassan Alexandria Media Higher Institute
 Media Framing of the Corona Virus Pandemic (covid-19) on the Electronic
 News Websites: An analytical Study on a Sample of Egyptian news
 Websites
- Dr. Mahmoud Mohamed Mohamed Abdel Halim Ain Shams University
 Egyptian and Saudi Teenagers' Dependence on Media to Obtain Information during Health Crises: New Corona Pandemic 'Covid-19' as a Model
- Dr. AbdulHafiz AbdulJawad Darwish Taibah University
 Role of the Saudi News Websites in Health Education during the Corona
 'Covid-19' Pandemic Institutions
- Shimaa Mohmed AbdlRehem Zayan Damanhur University
 Strategies to Confront Rumors about the COVID 19 Crisis and Its
 Repercussions on Official Websites: An Applied Study on the Websites of the Ministry of Health and the World Health Organization

(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 Ninth Issue / Part 1 - Eighth year - 10 October 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. Mohamed Alamry (Iraq)

Associate Professor & Head of Public Relations Dep. Mass Communication Faculty Baghdad 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 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 - 1 Mohamed Alzoghpy 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

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.

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

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

^{**} 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: 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, 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

Or

Egyptian Public Relations Association

Arab Republic of Egypt,

Giza, Dokki, Ben Elsarayat -1 Mohamed Alzoghby 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.29 - Part 2

Use of Electronic Newspapers for Infographics in Covering the Repercussions of the COVID 19 Pandemic

Dr. Mohamed Abdel-Hamid AhmedMohamedAbdElhamied942.el@azhar.edu.eg
Assistant Professor of Journalism and Publishing,
Faculty of Mass Communication,
Al-Azhar University

Abstract

This study sought to identify the role of infographic in covering the repercussions of the Corona virus, by revealing the extent to which Arab newspapers employ this in the press coverage of the Corona pandemic, and analyzing the quality of the contents covered by the infographic, and the objectives of the infographic used in Arab newspaper websites, and the researcher analyzed the infographics employed in the websites of Arab press institutions, namely (Akhbar Elyom website, the Saudi newspaper Al-Riyadh website, and Albayan newspaper website), during the period from March 1, 2020 AD to May 31, 2020 AD, using a comprehensive inventory of the analytical contents related to the topic of the study. The study concluded to a number of results, including:

- -The interest of the study newspapers in employing the infographics to cover the repercussions of the Corona virus, as the percentage of infographics related to the implications of the Corona virus reached (67.21%) of the total infographics that were analyzed during the study period.
- The government's decisions to combat the epidemic came at the top of the list of those topics included in the infographic, then the topics related to the statistics of infection with the second order virus, then the infographic on the methods of transmission and symptoms of infection.
- The goals of the infographic used in Arab electronic newspaper websites were preventive awareness, then informing and briefing, then advocating and supporting decisions, and then providing information about the virus.

Keywords: Infographic - Corona 2019 - Health awareness - Arab electronic newspapers.