Journal





Middle East

Journal of Public Relations Research Middle East
Scientific refereed Journal - Supervision by Egyptian Public Relations Association - Ninth year - Thirtieth First Issue - January/March 2021 Arab Impact Factor 2020 = 2.01 Arcif Impact Factor 2020 = 0.2456

Abstracts of Arabic Researches:

•	Associate Prof. Dr. Ahmed Alzahrani - King Abdul-Aziz University Associate Prof. Dr. Rrdwan Dragi Mohamad Slamene - King Abdul-Aziz University Media Coverage of Vision 2030 in Saudi Press: An Analytical Study of Okaz Newspaper	7
•	Associate Prof. Dr. Abdel-Khalik Ibrahim Abdel-Khalik Zakzouk - Menofia University Paper and Electronic Newspapers Treatment of Phenomenon of Kidnapping of Children in Egypt: A comparative Analytical Study	8
•	Dr. Lobna Masoud Abd El-Azem Salem - Sinai University Media treatment of Egyptian crises via YouTube and Trends of College youth towards it	9
•	Dr. Hanan Kamel Hanafi Marei - Kafr El-Sheikh University Impact of the Interactive and Static Infographic on Social Media in Awareness University Youth about Symptoms of the Emerging COVID -19 and ways of Prevention	11
•	Dr. Heba Mostafa Hassan Mostafa - Port said University Communication Roles of Adolescents through Social Media during The Corona Pandemic and its Relationship to their Level of Anxiety: Within framework of theory of richness of the media	12
•	Dr. Ahmed Muhammad Qerran Al-Zahrani - King Abdul-Aziz University Motives for Saudi University Students' Use of Digital Media and its Gratification: A Survey Study	13
•	Dr. Ahmed Metwaly Abdel Rahim Ammar - Ain Shams University Role of YouTube in Developing Teenagers' Awareness of Cybersecurity	15
•	Dr. Yasmin Mohamed Ibrahim Elsayed - Beni Suef University Dr. Menna Allah Kamal Moussa Diab - Beni Suef University Impacts of the insatiable watch of Netflix Platform on the Moral Construction the Egyptian Community: Applied study in light of the Value Determinism Theory	1 6
	Tippinen stany in fight of the value Determinism Theory	10

(ISSN 2314-8721)

Egyptian National Scientific & Technical Information Network Egyptian National Scientific & Technical Information Network
(ENSTINET)

With the permission of the Supreme Council for Media Regulation in Egypt
Deposit Number: 24380 /2019

Copyright 2021@APRA www.jprr.epra.org.eg



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

Scientific Refereed Journal

Thirtieth First Issue - Ninth year - January / March 2021

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 Manager 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

Editorial Assistants

Prof.Dr. Rizk Abd Elmoaty

Professor of Public Relations Misr International University

Dr. Thouraya Snoussi (Canada)

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 Salem

Arabic Reviewers

Ali Elmehy **Sayid Sherif**

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. Mohamed Moawad (Egypt)

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

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-Najiar (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 2.01 = 100% in the year of 2020G 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 send an electronic copy of his manuscript by Email 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 Public Relations Association. 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.
- One copy of the journal is 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 Alzoghpy St.

ceo@apr.agencyEmail: - jprr@epra.org.eg

Web: www.apr.agency, www.jprr.epra.org.eg

(+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:









Paper and Electronic Newspapers Treatment of Phenomenon of Kidnapping of Children in Egypt: A comparative Analytical Study

Dr. Abdel-Khalik Ibrahim Abdel-Khalik Zakzouk

dr_a.zakzouk@yahoo.com Associate Professor of Journalism, Department of Educational Media, Faculty of Specific Education, Menofia University

Abstract

The study basically aimed to identify how the Egyptian paper and electronic newspapers dealt with phenomenon of child abduction in Egypt in terms of form and content, and to identify the issues raised by the newspapers in the context of their discussion of phenomenon of child abduction. The problem of the study lies in the main question: How do the Egyptian paper and electronic newspapers deal with the phenomenon of child abduction during the period from January 2013 AD to January 2018 AD? The study is one of descriptive studies, it used the survey method, the comparative method, and the content analysis tool to collect data, and it represents the community of the analytical study in All the issues issued by (Al-Ahram & Al-Wafd) newspapers as samples of newspapers, and (Mesr al-Arabiya, al-Mesreen) newspapers as representatives of e- newspapers, In the period from January 2013 AD to January 2018 AD, in order to represent one of the most stages which the cries gone through, however, the total study sample of the newspapers reached (240) per newspaper, and one of the most important reasons for choosing this period of time is spread of phenomenon of child kidnapping in this period. The study found that the journalistic treatment to the problem, provided by the study newspapers for the phenomenon, was far away from ethics and standards of professional Journalistic practice. The study recommended giving attention to treatments of an explanatory and investigative nature and strengthening the status of opinion writing in Egyptian newspapers.

Keywords: Newspapers Treatment - Paper and Electronic Newspapers - Kidnapping of Children