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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 - Shibben El-Kom - Postal Code: 32111 - P.O Box: 66

Mobile: +201141514157

Fax: +20482310073

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Journal of Public Relations Research Middle East

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

Web: www.apr.agency, www.jpr.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

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Use of Electronic Platforms in Egyptian Universities in Managing Dialogue with their Publics

Dr. Mai Mahmoud Abd El-latif

mai_mahmoud_13@hotmail.com

Assistant Professor of Public Relations,

Public Relations & Advertising Dep.,

College of Mass Communication,

Modern University for Technology & Information (MTI)

The various electronic platforms have become an attractive industry for academic organizations within framework of the reality imposed by full or partial dependence of these organizations on the electronic system to provide e-learning services. Therefore, use of electronic means in education changes the forms, practices and mechanisms of the communication process as a whole.

Electronic dialogue is considered an organized and objective medium for measuring educational effectiveness, because dialogue in the educational process represents the most important element in communication success by providing new opportunities for interaction between the two parties of dialogue, then the richer the dialogue in terms of quality and frequency, the more the quality of communication will be.

The research aims at studying uses of electronic platforms in universities - whether the website or the pages of social media sites -, and identifying their role in managing the dialogue communications of universities with their multiple audiences. In addition to studying nature of the strategies and dialogue patterns used, by monitoring the reality and analyzing contents of these platforms based on five principles of the theory of conversational communication via the internet and elements of the dialogue model, leading to a comparison between communication practices of the universities under study to apply these principles, their importance and the efficiency of their use.

The study is based on theory of conversational communication over the internet, which provides a theoretical framework that includes dialogue principles to facilitate building a relationship between the organization and its audiences via the internet, through five basic principles for building a two-way and two-way relationship between them. Information, retain website visitors, encourages the public to visit the site again, and create a dialogue circle.

This study is a descriptive and analytical one, and it is based on the survey and comparative approaches. It depended on a purposive sampling method. The

analytical study was conducted on three Egyptian universities that represent the three types of ownership of Egyptian universities.

The qualitative content analysis form was designed for the elements of dialogue in means of electronic communication in the universities under study, which aims to measure the interactive elements in websites, Face book pages and other electronic platforms used for dialogue between communicators and university students, based on the principles of dialogue communication.

Keywords: Electronic Platforms - Websites - Social Media - Dialogue - Internet Dialogue Theory - Dialogue Strategies.