

Journal



of P R e s e a r c h

Special Issue

Middle East

Journal of Public Relations Research Middle East

Scientific refereed Journal - Supervision by Egyptian Public Relations Association - Ninth year - Thirtieth Fifth Issue -10 October 2021

Arab Impact Factor 2020 = 2.01

Arcif Impact Factor 2021 = 0.9655

Media & Public Relations in the Age of Artificial Intelligence


Abstracts of Arabic Researches:

- **Associate Prof. Dr. Salwa Ali Ibrahim Elgayyar - Port Said University**
Recent Trends of the Researches About the Impact of Artificial Intelligence on the Media Product 7
- **Dr. Noha Hussein Mohamed Eltalawy - Beni Suef University**
Experts' Attitudes Towards the Future of Integrating AI Applications in Integrated Marketing Communications for Egyptian Companies: A Prospective Study 8
- **Dr. Walaa Yehia Mostafa - Modern University for Technology & Information (MTI)**
The Role of Augmented Reality Advertising in building the Brand Equity Determinants to the Consumer: A Field Study 9
- **Dr. Hassan Farrag Hassan Farrag - Ain Shams University**
Design Styles of News Mobile Applications According to Artificial Intelligence Techniques and their Relationship to the Preferences of Teenagers 10

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

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 (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 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

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 - Shibben 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. Mohamed Moawad (Egypt)

Media professor at Ain Shams University & former Dean of Faculty of Mass Communication - Sinai
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. 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 Alsharaf (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 & Dean the Faculty of Mass Communication, Yarmouk
University

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 arbitrate 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, 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, 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 - 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 -1 Mohamed Alzoghpy St.

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

The Journal is indexed within the following international digital databases:



Recent Trends of The Researches About The Impact of Artificial Intelligence on The Media Product

Dr. Salwa Ali Ibrahim Elgayyar

drsawal2@gmail.com

Associate Professor of Mass Communication
& Children Culture,
Early Childhood Education College,
Port Said University

Abstract

This study aims to provide a comparative & critical view through monitoring and analyzing the recent trends of the researches about the impact of artificial intelligence on the media product at the level of Arab and foreign studies from different research schools on all over the world in the period from 2015 to 2020. Also, it aims to know the subject fields about the researches of the artificial intelligence studies and to know the use of its techniques in the field of media. This study is one of the descriptive and analytical studies, and it depends on using the style of the secondary analysis. According to this, the study depends on the qualitative analysis for the scientific studies related to the field of the artificial intelligence studies and its impact on the media product. The results showed that there is a variety of recent trends of the researches about the impact of artificial intelligence on the media product. Also, the results showed that the researches about the impact of artificial intelligence in the field of journalism are at the top of interests list with average (51.7%), followed by the researches about the impact of artificial intelligence in the field of marketing with average (25.9 %), then the researches about the impact of artificial intelligence in the field of the new media and social media with average (12.1%) whereas the researches about the impact of artificial intelligence in the field of radio and television are with average (10.3%), The results also indicated through the framework of the continuous technological flow that the digital revolution will have negative effects. So, the researcher recommends through the analytical presentation to pay attention to the dangerous of the impact of artificial intelligence on the media product by conducting more researches, especially since future expectations confirm its continued use and dependence on it in a large scale.

Keywords: Trends - Artificial Intelligence - Media Product.