

**Abstracts of Arabic Researches:**


- *Associate Prof. Dr. Azza galal abdallah Hussein- Umm Al-Qura University*  
*Asma Bakht Ghali Alsuhaymi - Umm Al-Qura University*  
**Public Relations Practitioners' Ethics in Government Agencies and their Relationship to their Professional Performance: The Ministry of Health as a Model** 7
- *Dr. Shafak Ahmed Ali Ali - Al Azhar university*  
**Evaluation of the Egyptian Academic Medical Elite to Address the News Sites of Preventive Medicine Crises (Corona Vaccine as a Model): A field Study** 8
- *Dr. Moeen F.M. Koa - An-Najah National University*  
*Falastin Dweikat - An-Najah National University*  
**The Effectiveness of Palestinian Governmental Websites According to the Theory of Dialogue Communication: A Comparative Study between the Political and National Guidance Commission, the Police, and the Ministry of Interior** 9
- *Dr. Samr Ibrahim Ahmad Osman - Port Said University*  
**Digital Media Education Skills for Middle School Students and its Relationship to Self-Censorship towards the Contents of Social Media** 10
- *Dr. Ghada Seif Thabit - Al Ghurair University*  
**The Role of Using Social Marketing Strategy in Product Adoption in the Advertising Campaigns: A field Study within Framework of the Hierarchical Model of the Impact of Advertising Messages** 11
- *Dr. Enas Elsaied Ibrahim Elsayed - Aljazeera Institute for Media and Mass Communication*  
**Practitioners' Evaluations of the P.R. Learning Outcomes according to the Labour Market Needs** 12
- *Dr. Neveen Mohamed Oraby Hammad - Al Azhar university*  
**Coverage Frameworks for Satellite News Channels for the Transfer of Royal Mummies and the Opening of the Kebash Route: A Comparative Study Between Websites of Egyptian, Arabic, and Foreign Arabic-Speaking Channels** 14
- *Amro Saleh Basodan - Jazan University*  
*Ali Mohammed Alsomali - Jazan University*  
*Abdulrahman Alhafaf - Jazan University*  
**The Impact of Digital Public Relations on the Performance of Saudi Government Institutions: A Field Study on a Sample of Public Relations and Media Departments in Government Institutions in the Jazan Region for the Year 2021** 15

(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 2022@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

**Prof. Dr. Mohamed Alamry** (Iraq)

Professor & Head of Public Relations Dep.  
Mass Communication Faculty  
Baghdad University

**Dr. Thouraya Snoussi** (Tunisia)

Associate professor of Mass Communication &  
Coordinator College of Communication  
University of Sharjah (UAE)

**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 Alsharif** (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 and Dean of the College of Communication at Al Qasimia University in Sharjah,  
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

**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 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](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 -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:



## **Practitioners' Evaluations of the P.R. Learning Outcomes According to the Labour Market Needs**

*Dr. Enas Elsaied Ibrahim Elsayed*

[nosa8326@hotmail.com](mailto:nosa8326@hotmail.com)

Assistant Professor of Public Relations,  
Public Relations & Advertising Dep.,

*Aljazeera Institute for Media and Mass Communication*

### **Abstract**

The research aims at monitoring and analyzing the evaluation of practitioners in the field of public relations for the education outputs of mass communication higher education institutions and their suitability with the needs of the labour market. This study belongs to the descriptive studies of an evaluative nature, and it follows the qualitative approach.

The study applied on PR professionals who work in private companies, government agencies or public relations agencies, following the available sampling procedures. (30) PR practitioners have been interviewed to collect the necessary data to answer the study's questions.

### **The most important results:**

- The recentness of the field of public relations in Egypt and its entry into various field (political, sports, social, educational, and health), in addition to the representation of all levels of public relations companies, there are international companies that deal with high professionalism, medium companies, and local companies that are limited to publish press releases to build a relationship between the company and the media.
- The absence of regulatory bodies that manage and regulate the work of public relations companies by setting rules or principles that govern it, making it chaotic, random and unprofessional.
- Missing graduates of media faculties, departments and media institutes lack personal skills and professional abilities that qualify them to work in the public relations labour market, which has resulted in the entry of graduates of specializations far from the field of media to work in it.
- Despite the great development in technology, most of the companies that have been affected by private companies and public relations companies, especially with the corona pandemic crisis, where some direct activities provided through various modern applications.
- Although the study revealed that the public relations labour market accommodates the number of graduates of this specialty, There is an absence

of the graduate`s personal skills and practical abilities, which are the most important requirements for work in the field of public relations.

- On the other side, there are differences between graduates of international, private and governmental education in the "nature of education, teaching method and the scientific material provided" and professional experiences.
- The suggestions of most professionals focused on paying attention to languages (Arabic and English), which are a major requirement for the labour market, in addition to practical training throughout the university years and simulating practical life on the ground, in addition to the need to develop curricula to keep pace with the successive changes.

**Keywords:** Public Relations Education, Public Relations Practitioners, Labor Market.