

Journal



of P R research

Middle East

Journal of Public Relations Research Middle East

Scientific refereed Journal - Published by Egyptian Public Relations Association – Sixth issue – January / March 2015

Researches in English:

- **Dr. Osman B. Gazzaz** – *Umm al-Qura University*
An Exploratory KAP Survey of the Pilgrims on the Issue of Thronging Mount Arafat: Toward Developing Messages for Crowd Management 7

Abstracts Researches in Arabic:

- **Dr. Abdelrheem Darweesh** - *Damietta University*
Yarmouk university students' attitudes towards Egyptian drama and their degree of satisfaction about it 51
- **Dr. Mohamed Zen Abd Elrahman** - *Minia University*
- **Dr. Hala Tawfik Talahaty** – *Nahda University*
Rumors role in affecting the audience during crises times – Applied study on the period following 25th January revolution 53
- **Dr. Merhan Mohsen Mohammed Alsayed Tantawy** - *Ajman University of science & technology*
Corporate Communicative Strategies for reputation management via social media. Applied Study on Dubai police 55
- **Dr. Hatem Mohamed Atef** – *Egyptian Public Relations Association*
Communication Practioner Practices of E-Public Relations in Governmental Universities: an Applied Study on Menofiya University 57
- **Hassan Niazi Alsify** – *Azhar University*
The Adoption of Social Media by Public Relations Practioners in Saudi Government Organizations A Field Study within the framework of UTAUT 59

(ISSN 2314-8721)

Egyptian National Scientific & Technical
Information Network
(ENSTINET)

Copyright ©2015 EPRA

www.epra.org.eg



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

Scientific Refereed Journal

- Sixth issue - January / March 2015

Founder & Chairman

Dr. Hatem Saad

Chair of EPRA

Editor in Chief

Prof. Dr. Aly Agwa

Professor of Public Relations & former Dean of Faculty
of Mass Communication - Cairo University
Chairman of the Scientific Committee of EPRA

Editorial Manager

Prof. Dr. Mohamed Moawad

Media Professor
Faculty of Mass Communication – Ain Shams University

Editorial Assistants

Prof. Dr. Rizk Abd Elmoaty

Professor of Public Relations
Misr International University

Dr. Sadek Rabeh (Algeria)

Associate Professor of mass communication - Emirati
Canadian faculty - United Arab Emirates - the former dean
of Faculty of information and Public Relations - Ajman
University

El-Sayed Abdel-Rahman Ali

Senior editor - Academy of The Arabic Language
Ph.D. candidate - Faculty of mass communication - Cairo University

Address

Egyptian Public Relations Association

Arab Republic of Egypt
Giza - Dokki

Ben Elsarayat - 2 Ahmed Zayat Street

Mobile: +201141514157

Tel : +2237620818

www.epra.org.eg

jpr@epra.org.eg

Scientific 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

Professor of Mass Communication at the University of Vienna

Prof. Dr. Mona Al-Hadedy (Egypt)

Professor of radio and television – Faculty of Mass Communication, Cairo University

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. Enshirah el SHAL (Egypt)

Professor of Media at the Faculty of Mass Communication, Cairo University (State Doctorate in Arts and
Humanities from France)

Prof. Dr. Hassan Mekawy (Egypt)

Professor of radio and television – Faculty of Mass Communication, Cairo University

Prof. Dr. Nesma Younes (Egypt)

Professor of Radio & Television at the Faculty of Mass Communication, Cairo University

Prof. Dr. Mohamed Moawad (Egypt)

Media professor at Ain Shams University and dean of the Institute of High Aljazeera Media Sheroq Academy

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. Basyouni Hamada (Egypt)

Professor of media and public opinion, political - Faculty of Mass Communication, Cairo University

Prof. Dr. Sherif Darwesh Allaban (Egypt)

Professor of printing press at the Faculty of Mass Communication, Cairo University

Prof. Dr. Hassan Aly (Egypt)

Professor of Radio & Television and Head of Mass Communication Department – Faculty of
Arts - Mina University

Prof. Dr. Mahmoud Hassan Ismael (Egypt)

Media professor & Head of Department of Culture Media and Children at Ain Shams
University

Prof. Dr. Hamdy Abo Alenen (Egypt)

Media professor and dean of the Faculty of Al-Asun and Mass Communication, Vice President of the
International University of Egypt

Prof. Dr. Yasen Lasheen (Egypt)

Professor of public relations and public opinion 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 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 & Television 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.

** 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 specialized Professors.

The journal is affiliated to the Egyptian Public Relations Association, the first Egyptian specialized scientific association in public relations.

- The journal is accredited, Classified internationally for its printed and electronic version from the Academy of Scientific Research and Technology in Cairo And classified by the Committee of Scientific Promotion Specialization media - Supreme Council of Universities.
- 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, 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: 850 L.E. and for the Expatriate Egyptians and the Foreigners are: 450 \$.
- If the referring committee refused and approved the disqualification of publishing the manuscript, an amount of 250 L.E. will be reimbursed for the Egyptian authors and 130 \$ for the Expatriate Egyptians and the Foreigners.
- The manuscript does not exceed 35 pages of A4 size. 20 L.E. will be paid for an extra page for the Egyptians and 5 \$ for Expatriate Egyptians and the Foreigners authors.
- A special 10 % 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.
- Three copies of the journal and three Extracted pieces from the author's manuscript after the publication.
- The fees of publishing the scientific abstract of (Master's Degree) are: 250 L.E. for the Egyptians and 150 \$ for the Foreigners.
- The fees of publishing the scientific abstract of (Doctorate Degree) are: 350 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. Three copies 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 Society of Public Relations.
- 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 Egyptian Association for Public Relations.
- Submissions will be sent to the chairman of the Journal.

Address:

Egyptian Public Relations Association,
 Arab Republic of Egypt, Gizza, El-Dokki, Bein El-Saray, 2 Ahmed El-zayat Street.
 And also to the Association email: jpr@epra.org.eg, after paying the publishing fees and sending a copy of the receipt.

Copyright © EPRA 2014

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 Egyptian public Relations Association, 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 2314-8723X)

To request such permission or for further enquires, please contact:

EPRA Publications

Egyptian Public Relations Association, Gizza, Egypt
Dokki, Ben Elsarayat -2 Ahmed Elzayat St.

Email: chairman@epra.org.eg - jpr@epra.org.eg

Web: www.epra.org.eg - www.jpr.epra.org.eg

Phone: (+2) 0114 -15 -14 -157 - (+2) 0114 -15 -14 -151 - (+2) 02-376-20 -818

"Rumors role in affecting the audience during crises times – Applied study on the period following 25th January revolution"

Dr. Mohamed zain abdelrahman

Assistant Professor - Faculty of Arts - Mass Communication Dep.
Minia University

Dr. Hala Tawfik Talahaty

Lecture Public Relations - Nahda University

Abstract

This research is concerned with the rumors which are one of the most dangerous psychological techniques and its effective effect on the emotions and orientations of the targeted audiences, as it is answering lots of questions with an attitude that satisfies all the parties and all the opinions and also on the other hand achieving the targets of the plan.

The rumors are to be spread in a several times and occasions such as: in the spare time, during any serious current event, during crises times, during the harsh times and in the uncivilized societies.....etc.

The early years of the current century have witnessed a transformation from the researchers towards a dual relationship between the media and the rumor as a result of the transformation of the media tools to become a rumors source in many cases, so there is no argument that the rumors have become one of the most offensive psychological campaigns and a negative method for expressing an opinion especially during crises times which is what Egypt encountered and still encountering since the 25th of January.

The unprecedented evolution of the communication techniques has played a vital role in the rumors' spreading speed, as it can be spread through all the communication techniques (Journals – Magazines – TV Channels – social networks).

The research problem: The problem of the research is to observe and measure the Egyptian public opinion towards the rumors that are broadcasted in the media tools and recognizing the most remarkable rumors during the period after 25th of January, 2011.

The research importance: The importance of these exploration studies is represented in being one of the most important factors affecting the construction of both (awareness – perception) and recognizing one of the most dangerous techniques of expressing the opinion (Rumors) which the Egyptian society is suffering from it since the 25th January revolution.

The research objectives: This study aims to **first** recognize the most remarkable rumors that discussed in the various media tools during the 25th January revolution and the period following it, **second** recognizing the audience opinion about these rumors and its effect on the Egyptian society during crises.

The research type: This study is considered as a descriptive study.

The research society: Divided into two parts: **First** the media tools that played the major role in the rumors spreading, **Second** the Egyptian youth who are the audience of these rumors.

The statistical sample: Analysis are made to a sample of the published media tools, the visual media tools and internet and social media tools.

- **Journals:** the study focused on analyzing the following journals:
El Masry El youm – El Dostoor – El Shorouq – El youm 7 – El fajr – Sout El omma.
- **TV channels:** the study focused on analyzing the following channels:
Dream – El Mehwar – El nahar – On TV – CBC – El Hayah.

The research results: this research has proved that the rumors have a major role in affecting the audience and this role increases in crises times and incase of the scarcity of the dataflow, the audience uses the rumors to keep up with the evolution of the current events and the role of rumors has increased rapidly after 25th January revolution when the communications have been cut and the study also concludes that the friends and colleagues are the most common tool for this rumors spreading and incase of the existence of the communications, the social media networks represents a major source for these rumors.