

Department of Media Research Plan/Agenda

Focus Area	Objectives	Performance Monitoring Indicators
Artificial Intelligence (AI)	<ol style="list-style-type: none"> ١. Studies in Holography and Blockchain ٢. Studies in Augmented and Planned Virtual Reality ٣. Studies in Artificial Intelligence Journalism ٤. Studies on the psychological and social impacts of modern communication technology and electronic games ٥. The virtual anchor and content quality 	<ul style="list-style-type: none"> • Master's and doctoral research outcomes/results • Scientific research published in conferences • Publication in peer-reviewed scientific journals • Recommendations from Ministry of Higher Education conferences

Focus Area	Objectives	Performance Monitoring Indicators
Interdisciplinary Studies	<ol style="list-style-type: none"> ١. Studies encompassing Arabic Language and Media, Sociology and Media, and Psychology and Media ٢. Digital content marketing studies ٣. Tourism media studies and its role in supporting the economy; studies on the relationship between tourism and improving the internal image ٤. The psychological and social impacts of using digital communication technology ٥. Studies related to marketing public relations in profit-oriented organizations 	<ul style="list-style-type: none"> • Master's and doctoral research outcomes/results • Scientific research published in conferences • Publication in peer-reviewed scientific journals • Recommendations from Ministry of Higher Education conferences

	<ol style="list-style-type: none"> ٦. Studies related to marketing communication for profit-oriented organizations ٧. Applied studies on e-commerce websites ٨. Studies linking the use of e-commerce websites and consumer behavior ٩. Online political marketing campaigns ١٠. The psychological, social, and cultural dimensions of using electronic games ١١. Studies in the field of green marketing and sustainable development ١٢. Studies on green advertising and consumer behavior 	
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Newspaper Semiology	<ol style="list-style-type: none"> ١. Analysis studies of images, content, caricatures, articles, and discourse ٢. Experimental studies on the use of compositional elements in semiotic images 	<ul style="list-style-type: none"> • Master's and doctoral research outcomes/results • Scientific research published in conferences • Publication in peer-reviewed scientific journals • Recommendations from Ministry of Higher Education conferences

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Digital Media and its Technologies	<ol style="list-style-type: none"> ١. Content management studies for digital platforms ٢. Digital advertising design studies ٣. Studies on writing for digital media ٤. Digital content marketing studies ٥. The future of digital media ٦. Paid digital media platforms ٧. The psychological and social impacts of using digital communication technology ٨. The impact of digital media platforms on broadcast program agendas ٩. Second-screen applications in media research 	<ul style="list-style-type: none"> • Master's and doctoral research outcomes/results • Scientific research published in conferences • Publication in peer-reviewed scientific journals • Recommendations from Ministry of Higher Education conferences

Focus Area	Objectives	Performance Monitoring Indicators
Data Journalism	<ol style="list-style-type: none"> ١. Studies on infographics and video-graphics; studies on big data processing ٢. Animation studies for digital media ٣. Studies on the use of digital public relations for infographics in public communication 	<ul style="list-style-type: none"> • Master's and doctoral research outcomes/results • Scientific research published in conferences • Publication in peer-reviewed scientific journals • Recommendations from Ministry of Higher Education conferences

Focus Area	Objectives	Performance Monitoring Indicators
Journalistic Applications on Smartphones	<ol style="list-style-type: none"> ١. Studies on mobile journalism applications and their impact on journalistic performance ٢. Studies on the developments of journalistic applications for smartphones 	<ul style="list-style-type: none"> • Master's and doctoral research outcomes/results • Scientific research published in conferences • Publication in peer-reviewed scientific journals • Recommendations from Ministry of Higher Education conferences

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Social Media Websites	<ol style="list-style-type: none"> ١. Interactivity studies in digital journalism ٢. Studies of digital media and social media users. ٣. The psychological and social dimensions of using social media websites ٤. Analysis of issues raised on Twitter (a comparison between Arab and foreign users) ٥. Studies of digital media and social media users. ٦. Public opinion research and studies on social media websites ٧. Studies of social bot networks and their impact on public opinion ٨. Studies of algorithms and content personalization ٩. Foreign digital content on social platforms and the issues of identity and 	<ul style="list-style-type: none"> • Master's and doctoral research outcomes/results • Scientific research published in conferences • Publication in peer-reviewed scientific journals • Recommendations from Ministry of Higher Education conferences

	<p>culture (effects on youth and children)</p> <p>၁၀. Political propaganda on social media websites</p> <p>၁၁. Managing public trust via social media websites</p> <p>၁၂. Studies related to the use of public relations departments and agencies for social media websites</p> <p>၁၃. Hate speech on social media websites</p> <p>၁၄. Measuring electronic public opinion (ripples of electronic opinion) and the electronic gatekeeper.</p> <p>၁၅. The agenda of digital content creators and the professional and cognitive development/structure of influencers</p> <p>၁၆. The use of modern communication tools by public relations practitioners in government institutions</p> <p>၁၇. The social responsibility of organizations on social media websites</p> <p>၁၈. Research on monitoring forms of user-producer interaction with issues via social media websites</p>	
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Focus Area	Objectives	Performance Monitoring Indicators
	<p>၁. Studies on recent trends in specialized newspapers</p> <p>၂. Studies on the future of specialized journalism</p>	<ul style="list-style-type: none"> • Master's and doctoral research outcomes/results

Specialized Journalism	<ol style="list-style-type: none"> ٢. Studies on specialized journalism in all fields ٤. Studies on the history of journalism, its emergence, and the developments that have occurred upon it 	<ul style="list-style-type: none"> • Scientific research published in conferences • Publication in peer-reviewed scientific journals • Recommendations from Ministry of Higher Education conferences
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Investigative Journalism	<ol style="list-style-type: none"> ١. Studies on the future of investigative journalism ٢. Studies on investigative journalism in new/modern media ٣. Studies on the reality of investigative journalism in Egyptian newspapers 	<ul style="list-style-type: none"> • Master's and doctoral research outcomes/results • Scientific research published in conferences • Publication in peer-reviewed scientific journals • Recommendations from Ministry of Higher Education conferences

Focus Area	Objectives	Performance Monitoring Indicators
Caricature	<ol style="list-style-type: none"> ١. Studies on the reality of caricature in Egyptian newspapers ٢. Analytical discourse studies of caricature in newspapers 	<ul style="list-style-type: none"> • Master's and doctoral research outcomes/results • Scientific research published in conferences • Publication in peer-reviewed scientific journals • Recommendations from Ministry of Higher Education conferences

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Newsrooms	<ol style="list-style-type: none"> ١. Studies on newsroom management ٢. Studies on smart newsrooms and disruptive newsrooms 	<ul style="list-style-type: none"> • Master's and doctoral research outcomes/results • Scientific research published in conferences • Publication in peer-reviewed scientific journals • Recommendations from Ministry of Higher Education conferences

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Printing and Journalistic Publishing Programs	<ol style="list-style-type: none"> ١. Studies on printing technologies in Egyptian newspapers ٢. Studies on the history of Egyptian printing 	<ul style="list-style-type: none"> • Master's and doctoral research outcomes/results • Scientific research published in conferences • Publication in peer-reviewed scientific journals • Recommendations from Ministry of Higher Education conferences

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	<ol style="list-style-type: none"> ١. Studies on tourism media and its role in supporting the economy ٢. Studies on the relationship between tourism and 	<ul style="list-style-type: none"> • Master's and doctoral research outcomes/results

Tourism Media	improving the internal image	<ul style="list-style-type: none"> • Scientific research published in conferences • Publication in peer-reviewed scientific journals • Recommendations from Ministry of Higher Education conferences
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Image Culture in the Media	<ol style="list-style-type: none"> ١. Studies on the effect of images on content recall ٢. Semiological studies of press photos ٣. Image analysis in virtual reality applications ٤. Media discourse and qualitative analysis in image research 	<ul style="list-style-type: none"> • Master's and doctoral research outcomes/results • Scientific research published in conferences • Publication in peer-reviewed scientific journals • Recommendations from Ministry of Higher Education conferences

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Media and Societal Issues	<ol style="list-style-type: none"> ١. Media and development studies ٢. Environmental media studies ٣. Studies on media disinformation campaigns and fake news 	<ul style="list-style-type: none"> • Master's and doctoral research outcomes/results • Scientific research published in conferences • Publication in peer-reviewed scientific journals

		<ul style="list-style-type: none"> • Recommendations from Ministry of Higher Education conferences
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Focus Area	Objectives	Performance Monitoring Indicators
Discourse Analysis of Media Content	<ol style="list-style-type: none"> ١. Studies of Western discourse analysis on Arab issues ٢. Studies of context and semantic fields ٣. Studies of storytelling in government communication programs ٤. Discourse analysis of blogs ٥. Analysis of press advertisements ٦. Analysis of media theses, statements, and narratives ٧. Content analysis and performance evaluation of Arab channels directed at a foreign audience ٨. Analysis of press advertisements ٩. Analytical studies on advertising design techniques in television advertising ١٠. Analytical studies on sensational television commercials ١١. Cross-platform culture ١٢. Digital cultural stereotyping 	<ul style="list-style-type: none"> • Master's and doctoral research outcomes/results • Scientific research published in conferences • Publication in peer-reviewed scientific journals • Recommendations from Ministry of Higher Education conferences

Focus Area	Objectives	Performance Monitoring Indicators
	<ol style="list-style-type: none"> ١. Studies on the professional and ethical responsibility of publishing advertisements 	<ul style="list-style-type: none"> • Master's and doctoral research outcomes/results

Media Ethics and Legislation	<ul style="list-style-type: none"> ϣ. Studies of press legislation and regulations governing journalistic performance ϣ. Ethical responsibility for the use of artificial intelligence ξ. Media legislation and controls for the use of artificial intelligence applications ο. Studies related to the ethics of the public relations profession ϛ. Studies related to advertising ethics and consumer responses 	<ul style="list-style-type: none"> • Scientific research published in conferences • Publication in peer-reviewed scientific journals • Recommendations from Ministry of Higher Education conferences
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Focus Area	Performance Monitoring Indicators
News Website Design Management of Electronic Institutions Press Layout/Design Mechanisms for Verifying Text and Images Photojournalism and Editing Media Criticism Conference Coverage Gatekeeping in Digital Journalism	<ul style="list-style-type: none"> • Master's and doctoral research outcomes/results • Scientific research published in conferences • Publication in peer-reviewed scientific journals • Recommendations from Ministry of Higher Education conferences

Focus Area	Objectives
Experimental Studies	<ul style="list-style-type: none"> ϣ. Experimental studies on the use of formative elements ϣ. Experimental research on the effects of anime films on children

Focus Area	Objectives
	<ul style="list-style-type: none"> ϣ. Analysis studies of images, content, caricatures, articles, and discourse ϣ. Studies of infographics, video-graphics, big data processing, and animation for digital media

<p>Qualitative Analysis of Media Content</p>	<ul style="list-style-type: none"> ٣. Studies of digital advertising design. ٤. Studies on the state of caricature in Egyptian newspapers; analytical discourse studies of caricature in newspapers. ٥. Studies on the effect of images on content recall; semiological studies of press photos. ٦. Semiotics of the image ٧. Hate speech and discrimination in digital content ٨. Arab channels directed at a foreign audience (content analysis and performance evaluation) ٩. Paid digital media platforms. ١٠. Image analysis in virtual reality applications ١١. Media discourse and qualitative analysis in image research ١٢. Analysis of media theses, statements, and narratives ١٣. Semiotics of the image in advertising in various communication media ١٤. Studies of advertising campaigns presented in the media ١٥. Hate speech via social media websites ١٦. Rumors, fourth-generation warfare, and strategies to confront them <p>Discourse analysis of international organizations in the electronic environment and user interaction with it.</p>
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	<ul style="list-style-type: none"> ١. Studies specializing in special event management at institutional and international levels ٢. Studies of protocol and ceremonies at institutional and international levels ٣. Studies related to international public 	<ul style="list-style-type: none"> • Master's and doctoral research outcomes/results • Scientific research published in conferences • Publication in peer-reviewed scientific journals

<p>International Public Relations and Cultural Communication</p>	<p>relations and mental image</p> <ol style="list-style-type: none"> ξ. Studies on communication strategies in the field of international public relations ο. Studies on soft power, its tools, and its international effects (Egypt as a model) Ϛ. Studies on issue management strategies at the institutional and international levels ϛ. Studies related to the communication strategies of institutions and countries within the framework of cultural diplomacy λ. Studies on public diplomacy at the international level ρ. Studies related to international marketing strategies at the level of multinational corporations ϛ. Integration between popular and traditional diplomacy to enhance the state's image Ϝ. Communication activities of international institutions via the Internet ϝ. Studies related to international public relations and mental image. 	<ul style="list-style-type: none"> • Recommendations from Ministry of Higher Education conferences
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	<ol style="list-style-type: none"> ϛ. Management and planning strategies for public relations 	<ul style="list-style-type: none"> • Master's and doctoral research outcomes/results

<p>Public Relations Departments in Institutions and Public Communication</p>	<p>departments in various institutions.</p> <ol style="list-style-type: none"> ϣ. The role of public relations in modernizing and modifying the culture of organizations in governmental and non-governmental organizations (private institutions). ϣ. Studies on sponsorship in various forms ε. Research related to public relations departments and integrated communications. ο. Studies related to the role of public relations in institutions in impression management. ϛ. The use of the institution's website by public relations in communicating with the public, crisis management, and impression management ...etc. ϣ. Using communication technology to improve the reputation of establishments λ. Public relations communication strategies in achieving sustainable development goals (Egypt's 2030 plan) 	<ul style="list-style-type: none"> • Scientific research published in conferences • Publication in peer-reviewed scientific journals • Recommendations from Ministry of Higher Education conferences
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