



Publications Template

#	Research Title	Field	Abstract	Year of Publication Publishing	Publishing Link "URL"
1	The Media Elite's Attitudes Towards Political Drama on Television: A Field Study,"	Drama	The study examined the attitudes of the media elite towards political drama on Egyptian television. The study was applied to 100 individuals from the elite, which included academics and media professionals actively working in the field. The study's results confirmed the importance of political drama and its role in political and security awareness, emphasizing the need to move towards producing more political television drama works.	2012	https://search.mandumah.com/Download?file=HyM659wZQW/Xmi5KwnMvHaVr79OL9CQ5ALZdfTgngWo=&id=943593
2	The Treatment of the Concept of Nationalism in Political Drama on Egyptian Television,"	Drama	The research's problem was defined by addressing the concept of nationalism and the dimensions of national identity in political television drama. This included television series and cinematic films that were broadcast on television. The study results confirmed that the dimensions of the treatment were reflected in the emotional dimension, the spatial dimension, and the utilitarian dimension. Furthermore, national identity was defined within an "Ego and Other" system, specifically the Egyptian Ego versus the Israeli Other.	2014.	https://search.mandumah.com/Download?file=Gprn8SIX+u0UXbmqArbUFFW5nNq2PE+izjFeH911fgQ=&id=792620
3	"Israel's Image in the News Bulletins of Nile News Channel and the American Alhurra Channel,"	News& News Programs International Communication	It is an analytical study that relied on analyzing the image of Israel in the Egyptian channel Nile News and the American channel Alhurra. The study utilized the (FDI) model, which combines Framing Theory with the Discourse Analysis and Media Image approach. The study reached several key findings, most notably that the reflected media image of Israel aligns with the policies, nationality, and funding sources of the news channels, as well as the nature of the political relations between the channels' owner states and Israel	2015	Egyptian Journal of Broadcasting and Television Research, Special Issue



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4	Ego and other identities in the television drama derived from the Egyptian General Intelligence files	Drama International Communication	The study aims to investigate the expression of ego and other identities in the television drama derived from the Egyptian General Intelligence files, and the relationship between them. The study was conducted on "Raafat El Hagan" series as a case study. It used the semantic analysis to determine the ego and other identities, and how they shape the Egyptian national identity. Also, it used the qualitative analysis to examine the structure of the dramatic text, the words and features used in determining the identity.	2017	https://ejst.journals.ekb.eg/article_89422.html
5	"Evaluation of the Media Academic Elite for New Media's Coverage of Terrorist Events in Egypt,"	International Communication New Media Digital Media	The study aims to analyze the assessment of the academic elite in the media faculties and departments in public and private universities in Egypt towards the new media treatment of terrorist events in Egypt. The study relied on a questionnaire tool applying to a sample of 100 professors, assistant professors and instructors. A model was designed to measure this assessment	2018	https://journals.ekb.eg/article_89347.html
6	"Arab Audiences' Attitudes Towards the Impact of Dubbed Foreign Drama on Arab Identity,"	Drama International Communication	The study aims to determine the Arab audience attitudes towards the effect of dubbed foreign drama on the Arab identity. This was measured by a questionnaire tool applying to a stratified random sample of 300 respondents. The questionnaire included many categories included the intensity of exposure to dubbed foreign drama, the extent to which the identity is affected by this drama, the Arab audience's attitudes towards the dubbed foreign drama and its impact on the Arab identity. The study was based on the (FATCD) model, which combines the functional theory of the attitude and the theory of cognitive dissonance. The main assumption of the study stated that "the intensity of the Arab audience exposure to foreign dubbed drama achieves many functions of attitudes", consequently, their attitudes towards this drama are determined between positive and negative.	2018	https://ejst.journals.ekb.eg/article_117296.html



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7	Attitudes of mass communication faculties' students towards the role of media training institutions in preparing them for the job market "An applied study on the Department of Radio and Television"	Media Training Economy Media	The study aims to measure the attitudes of radio and television department students in mass communication faculties at the Universities both State and Private towards the role of media training institutions in qualifying them for the job market. The study was applied on the students of the faculty of mass communication, Cairo University to represent the state universities, and the students of the Faculty of mass communication, Modern University for technology and Information to represent the private universities. A sample of 200 students was selected randomly and selectively from the two faculties. Social learning theory and cognition theory were used as a theoretical framework for the study. The study relied on a model to measure the study sample attitudes towards the role of media training institutions in qualifying them for the job market, by evaluating these institutions of different types and ownerships, in terms of the training content, the training courses provided, the trainers, and the appropriateness of the training process to the media labor market.	2019	https://journals.ekb.eg/article_92394.html
8	The role of the international discourse of Al-Sisi president in determining and restoring the media portrayal of Egypt	International Communication	The study aims to examine the role of the international discourse of Al-Sisi president in determining the media portrayal of Egypt nationally, regionally and internationally, and the role of these discourses in restoring the Egyptian image, by determining the Egyptian image theses, evidence paths, references frameworks, and actors presented in the discourse, in addition to the strategies used in repairing the Egyptian image regionally and internationally. The study used the survey method and the discourse analysis tool applying to 68 discourses. It also used the discourse analysis approach and the image restoration theory.	2020	https://journals.ekb.eg/article_138365.html



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9	Egyptian youth adoption of entertainment digital media platforms and its effects (Netflix-Shahid-Watch it)	New Media Digital Media Platforms Drama	This study aims to examine the Egyptian youth adoption of digital media platforms which offer entertainment services, by determining the intensity of the Egyptian youth use of entertainment digital media platforms, the most followed platforms, the factors affecting the sample adoption of these platforms, as well as the respondents' attitudes towards the effects of these platforms on the society and their using of traditional television. It is a descriptive study. It uses the survey method and the questionnaire tool applying to a deliberate sample of 400 respondents of the Egyptian youth (211 females and 189 males, aged between 18- 35 years). The study is based on the diffusion of innovations theory.	2021	https://journals.ekb.eg/article_190744.html .
10	Networking media and strengthening national identity among the Egyptian communities in Arab and foreign countries Virtual anthropic view	New Media Digital Media International Media	The study has aimed to examine the role of the social networking media "Facebook" in strengthening the national identity of the Egyptian communities in Arab and foreign countries. It has been based on the discourse analysis applying to the official page of the presidential initiative "Speak Arabic" on Facebook (the most important and widely used of all the social networks), as it is the first-ever initiative to communicate with the Egyptian communities and their children in various countries, benefiting from the social networks advantages. The study has used the virtual or digital ethnography approach in analyzing all the initiative messages published on its Facebook page, and monitoring all the users' forms of interaction. It has relied on the richness theory and the survey method during the period from October 2020 (the date of the initiative page issuance) to April 30, 2021	2022	https://journals.ekb.eg/article_268752.html



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11	The image of Egyptian-African relations as reflected in the official political television discourse	International Communication New Media Digital Media	The study aimed to examine the image of Egyptian-African relations as reflected in the presidential political discourse on T.V channels; it examined and analyzed the topics and theses addressed by the presidential discourse of the Egyptian-African relations, describing the structure of texts, the actors, the reference frames and the content for themes and patterns. The study was based on the FDI model, which linked between framing theory, discourse analysis, and media image theory. It was a descriptive study; it used the survey method and the discourse analysis tool, applying to 80 items of the President Abdel Fattah Al-Sisi discourses on the Egyptian-African relations delivered in the international, regional, African, national and local forums, from 2014 till 2020	2023	https://journals.ekb.eg/article_292488.html
12	" Digital Platform Drama: A Comparative Critical Analytical Perspective between International and Local Research Fields (2012-2022) - A Second -level Analytical Study	New Media Digital Media Platform Drama	The study aimed to examine the recent research trends in the field of digital platform drama. It was a second-level analytical study of a qualitative nature. It was based on the review and analysis of the scientific heritage of Arab and foreign researches and studies. The number of studied researches and studies reached to 119 studies (85 foreign studies and 34 Arab ones), in the period from 2012 to 2022.	2023	https://journals.ekb.eg/article_315608.html
13	"Environmental Awareness Advertisements on Social Media and Users' Interaction: An Analytical Study on Animated Visual Advertisements,"	New Media Digital Media Environmental Media Animated Visual Advertisement	The study aimed to analyze the animated visual advertisements for environmental awareness posted on the Facebook page "Etkhaddar Lel Akhdar" (Go Green for Green) and measure the descriptive interactivity of the page's users with them. The study reached several key findings, most notably the interactive indicators of the user audience with the advertising messages and the creators of the environmental awareness advertisements.	2024	https://journals.ekb.eg/article_357704.html



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14	Doaa Elbanna et al. "Tourism between Traditional Media and New Digital Media: A Second-Level Analytical Study"	New Media Digital Media Tourism Media	The study relied on presenting a critical vision of the studies that addressed tourism between traditional media and new media, determining the points of similarity and difference between them, as well as their strengths and weaknesses. This was done within the framework of a second-level analytical study of research and studies that dealt with tourism media.	2024	https://journals.ekb.eg/article_347352_ee4e43e2d1e921df447f4d25014567c7.pdf
15	. Doaa Elbanna et al. "Egyptian Youth's Attitudes toward the Role of Influencers on Social Media Platforms in Promoting Tourism in Egypt".	New Media Digital Media Tourism Media	This is a field study that relied on examining the role of influencers on social media platforms in the promotion and tourism marketing of Egypt. The study reached several key findings, most notably the effective role of influencers on social media in the tourism marketing of Egypt among the sample of Egyptian youth under study	2024	https://ajscd.journals.ekb.eg/article_347354_0a4ec76176d986e62827d71d71d1ac7f.pdf
16	Doaa Elbanna & Engi Abouelz. Network Analysis of International Digital Solidarity in Times of Crisis via Social Media: A Case Study of the 2024 Gaza War	New Media Digital Media International Communication	This study analysed a targeted sample from social media platform X (formerly Twitter), focusing on the accounts of Times of Gaza and Jewish Voice for Peace . The data collection time frame spanned from early August to early October 2024. A scientifically rigorous model was applied, known as SNA-TM-SA , which integrates network analysis, topic modelling, and sentiment analysis, leveraging artificial intelligence to handle big data. The study employed case study, comparative, and media survey methodologies with a focus on analytical approaches.	2024	https://journals.ekb.eg/article_393390.html



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17	Determinants of Egyptian University Youth's Adoption of Podcasts (Audio and Video) and Their Relationship to Fulfilling Communication Needs.	Public Opinion New Media Digital Media	The study aimed to measure, in light of the Diffusion of Innovations Theory, the extent to which Egyptian university youth adopt Podcast (both audio and visual). Using an intentional sample of 400 young university students, the research aimed to find out how they adopt podcasts in both audio and visual forms, identify the most important stages of adoption they go through, classify their roles within the five categories of adopters identified by Rogers in the theory, and identify the extent of prevalence of podcasts in the Egyptian society among this important group. Additionally, the study aimed to examine the determining factors of adoption of podcast as a rising technical media platform in the Egyptian society by the study sample, as well as the relationship between the adoption of podcast by Egyptian university youth and the fulfillment of their psychological and social communication needs.	2025	https://joa.journals.ekb.eg/article_421367.html?lang=ar
18	Doaa Elbanna & Engi Abouelz. The Transformative Impacts of Generative Artificial Intelligence Tools on the Creativity of Visual and Digital Content Creators in Egypt: A Qualitative Study. <i>Conference on Modern Global Trends in Employing Artificial Intelligence in the Cultural and Media Product</i> ,	New Media Digital Media Artificial Intelligence	with the increasing reliance on Generative Artificial Intelligence (AI) tools, questions have emerged regarding their impact on the creative process of content creators in Egypt, particularly concerning whether they enhance creativity or threaten human creative identity, alongside the accompanying ethical and professional challenges. Mechanisms of Employment: This involves exploring how content creators utilize Generative AI tools in their visual and digital production, Impact Analysis: This entails evaluating the strengths, weaknesses, opportunities, and threats (SWOT) associated with relying on these tools, in addition to the ethical and professional challenges involved, Professional Change and Recommendations: This is achieved by studying the impact of Generative AI on the career paths of content creators and proposing strategies that ensure optimal benefit while preserving creative authenticity.	2025	Ministry of Culture, Supreme Council of Culture, Faculty of Media and Communication Technology, Suez University, April 2025. (Under Publication)



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19	Doaa El-Banna. AI in Drama Research: A Comparative Qualitative Analysis.	Platforms Drama Artificial Intelligence	The study aimed to determine the position of Egyptian and Arab studies relative to global studies in the field of using Artificial Intelligence (AI) techniques and tools in television and cinematic drama. This was done within a comparative framework between foreign studies in the English language and Arab studies that addressed the employment of AI in drama. The study results indicated a research gap that reflects the technological gap between foreign and Arab studies in the research and literature concerning the use of AI in television and cinematic drama.	2025	MDP 1 ST International Webinar the Future of Media Research: Trends, Challenges, and Innovations, 16-17 June, 2025 (Under Publication)