

**Employing Infographics for Dealing with Economic
Issues in the Egyptian Newspaper Electronic Sites:
(A field analytical study)**

An M.A. Proposal submitted in Fulfillment of requirements for
the Master's Degree in Mass Communication

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2021

Study summary:

Through this study, the researcher sought to identify how to employ infographic fees in addressing economic issues in the websites of Egyptian newspapers, by monitoring and analyzing the extent to which newspaper websites use infographic fees in dealing with economic issues, and knowing the most important economic issues addressed by published infographic fees in these sites, as well as identifying the geographical scope of these drawings and the nature of their content, the method of displaying the data and persuasive solicitations used in them, the forms and types of infographic fees used in addressing these issues, and the most important graphic elements that were relied upon in these drawings, as the researcher sought through the study In the field, to identify the steps of designing the infographic and the most reliable programs in the design, and to know the extent of the intervention of the infographic editor and the leaders of the newspaper in the design it provides and the most important features of this intervention, and to identify the most important difficulties and problems that hinder the production of the infographic.

To achieve these goals, the researcher used a set of tools:

Content and form analysis form: This form was applied to the infographic fees that deal with economic issues and published in the four study sample sites (Al-Ahram, Akhbar Al-Youm, the seventh day, and Al-Dustour), from January 2020 to December 2020, and the number of infographic fees that were made Analyze 95 drawings.

Questionnaire Sheet: The questionnaire newspaper was applied to the communicator (infographic directors and designers) at the newspaper sites of the study sample, who numbered 21 directors.

The study reached several results, the most important of which are the following:

Issues of economic reform and Vision 2030 ranked first with regard to the economic issues addressed by the infographics published in the study sample newspapers.

Newspaper sites, the study sample, relied primarily on numbers and statistics for the content of the infographic published therein.

It was found that there is a statistically significant relationship between the nature of the content of the infographic and the websites of the study newspapers.

The four sites used static infographics at a rate of (100%), and none of the four sites used both animated and interactive infographics.

The majority of the infographic drawings published on newspaper websites, the study sample, was coherent and maintained the principles and principles of design.

The majority of infographic directors and designers were male, and a very small percentage were female.

Adobe Photoshop is the most popular program that directors rely on in designing infographics.

The most important difficulties and problems that impede the production of infographics on newspaper websites, the sample of the study, are: the editor's lack of understanding of the nature of the infographic, the absence of a specialized editor, the lack of clarity of the idea and the presence of an error in the information and data provided, the lack of appropriate images for the subject in some cases, weak capabilities Equipment available in the workplace