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Public Relations Communication across the Organization Website”The UAE Ministry of Interior as example”

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Abstract

Organization website is considered one of the most effective ways that encourage the public to the continuous communicate with the organization for developing of lasting relationships, and maintain it. It represents one of the main pillars of the organization, and serves as a search engine optimization for continuous promotion of the news. In addition to its role in dealing with a broad spectrum of internal and external audiences within the organization and it provides many advantages not provided by traditional means of communication, as well as establishes effective communication with public, and the dissemination of information directly with stakeholders, without the need for a medium. Thus, it contributes to strengthen the organization's name, and create a good image.

This leads to the rapid development in communications and information, and the means of new media technologies, in addition to the accelerated research questions about the opportunities that holds those developments in the security situation. Also, the news, which afford security institutions, and communication strategies between multiple public sectors dealing with it; which requires security institutions to use all means of communication available to disseminate facts and information and ideas to the Public, as well as achieving effective communication. Thus, contributing to building understanding of the emotion and engagement with their audiences, and works to strengthen the mental image of the security institutions, and maintained to ensure support, and build bridges of confidence between the security establishments and its audience; as well as contributing to the Conservation of Security and stability.

Accordingly, we determined the topic and problem of the study and the evaluation quality of UAE MoI Website by measuring the collection of items contained in the site (content quality, the quality of the organization, the quality of design, quality easy handling). This was to learn how to take advantage of UAE Ministry of Interior Website, beside the advantages, possibilities and roles provided by the website in achieving communication and public relations with

internal and external audiences, as well as their application of the concepts of interactive communication and electronic dialogue.

This study belongs to the descriptive researches and based on the survey method, and contained a study tool in the evaluation of the quality of the website tool in order to judge the quality of the website of the organization of the study sample.

Objectives of the study:

The main objective of the study to identify the website quality in achieving the objectives of the UAE Ministry of Interior public relations in contact with the public, and the implications of that goal:

1. Disclose the extent of quality of the content provided on the UAE MoI website.
2. Monitoring the quality of the design of the UAE MoI website.
3. Assess the UAE MoI organization's website.
4. Determine the ease of use of the UAE MoI website.

Conclusion:

1. Regarding the content quality provided on the site, UAE MoI Website achieved high rates, beside there has been available elements to achieve quality content to the website of the UAE MoI at high rates for each of the novelty and objectivity of the site, as well as the appropriate information.
2. Regarding the site design quality, UAE MoI Website achieved high rates. There were 12 elements available on the website out of the seventeen-element component. Also, it achieved high levels of quality design for all the design elements that have been measured namely; the attractiveness of the site in terms of the use of images, graphics, color of the site, and the use of the properties of video, audio and image files. Finally, taking into account the font size, and type in order to facilitate reading the site, highlighting the headlines, which were reflected on the quality of the UAE MoI website design.
3. UAE MoI Website has achieved high rates of the quality of the site planning. The site has keen interest in the links and connections, and it represents the function of interest in delivery of information, as well as great reflection on the communicative strategies of the security institutions in achieving its objectives.