

# Journal



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## Middle East

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## **The impact of Media materials issued by the Presidency of the Affairs of the Two Holy and its impact on the awareness of visitors from Arab countries - a field study**

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### **Abstract**

This study sought to examine the impact of Communicative Public Relations Tools (which include brochures, booklets and Newsletters, posters and paintings bright and informative signs and magazine and the website of the presidency and the pages of the presidency on the social media, documentaries films that are run inside the headquarters of the visitor and SMS) to visitors of the Grand Mosque and the extent of achieve these objectives Communicative Public Relations Tools used in those "**Uses and Gratifications theory**", which essentially means audience Communicative Public Relations Tools that satisfy the needs and meet the desires lurking inside any assumed this theory in the visitors of the Grand mosque main entrances:

First: the extent of their use of Communicative Public Relations Tools that are produced

Second: After checking process use Is some kind of influence it happened which is called satisfy their cognitive needs, was this study was conducted on a sample of (300) Single of pilgrims and visitors Grand Mosque, Arab countries or citizens of the Kingdom of Saudi Arabia, and residents Arabs within them, was the drafting of the questionnaire, which included a set of questions to answer the questions of the study, in addition to drafting some scientific hypotheses to examine the relationship between the variables of the study.

Among the most important results of this study: - High View audience sample Communicative Public Relations Tools issued by the General Presidency for the Affairs of the Grand Mosque, where he pointed toward (83.3%) of the respondents that they're watching this, while pointed toward (16.7%) of the respondents that they do not watching these Tools because of their Ignorance, and study results indicated the average of influence of the New Media and the average of importance of not less than traditional means, as the results of the study indicated that the average rate to watch the public (sample) of these tools , as the study results indicated that the material most visible in the Grand Mosque and its courtyards are the media's most influential from the perspective of the respondents themselves where leaflets came in first place, followed by brochures, and banners illuminated fixed, then the banners bright animation, while came the rest of the media materials in the next orders of

previous orders, and despite the importance of these tools , which came late places but it did not have the choice of respondents among the most influential articles in the visitors of the Grand mosque; and due to the lack of sample ignorance of this tools especially website of the presidency & magazine, as the results of the study determine the proportion shown (38.34%) of the study sample they knew the range of services provided by the General presidency through Communicative Public Relations Tools issued by the presidency, while pointed toward (37.03%) of the respondents they knew the service is this material, as the results of a positive public study showed (sample) toward Communicative Public Relations Tools issued by the General presidency through their attitudes towards these tools and their role in the satisfaction of cognitive needs, modify and change behavior by informing them of these tools , as the results of the statistical analysis showed a significant full statistical relationship between knowledge of the respondents (sample) services provided by the General presidency for the Affairs the Grand mosque and the type of visit for respondents on the one hand, and the number of times the visit for respondents on the other.

One of the main recommendations of the conclusions of the attempt to overcome the causes that led to the present study (16.7%) of the respondents do not watch this Communicative Public Relations Tools such as increasing the number of issues of brochures, booklets, trying to find a way to reach out to visitors who ca not read and write, in addition to the preparation of promotional campaign Communicative Public Relations Tools that are not known to visitors and pilgrims by promoting New Media through traditional means, with the need to focus on the topics mentioned by respondents in terms of preference and presence in Communicative Public Relations Tools issued by the presidency, and the recommendations of this study also intensify the publicity and promotion of new services provided by the General presidency and that respondents said in their answer that they do not know anything about some of the services provided which is relatively new services offered by the presidency, as this study recommends the need to focus on the factors affecting the reading, watching these Communicative Public Relations Tools , according to what reported that the study sample.