

# Journal



# of P R research

## Middle East

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# Journal of Public Relations Research Middle East

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The journal is affiliated to the Egyptian Public Relations Association, the first Egyptian specialized scientific association in public relations.

- The journal is accredited, Classified internationally for its printed and electronic version from the Academy of Scientific Research and Technology in Cairo And classified by the Committee of Scientific Promotion Specialization media - Supreme Council of Universities.
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## **Impact of Communication Technology in developing Public Relations An applied study on a sample from Libyan Airlines companies**

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### **Abstract**

**T**his study aims to identify the nature of the use of communication technology in the airlines operating in Libya, through the use of public relations sites and official Facebook pages of these companies, and how these effects affected the professional performance of public relations practitioners, after adding these new tools for communication With the masses, through dialogue spaces that create interactive dialogue between the institution and its audiences, and the extent to which these tools contribute to building long-term relations with the masses, as well as to identify the most important criteria on which the choice of public relations practitioners For these means.

The study was based on a survey of the public relations practitioners in the study sample companies, which was represented in (Libyan Airlines - African Airlines - Turkish Airlines - Libyan Wings Aviation), while the study relied on the theory of enrichment of means and communication Dialogues as theoretical entrances to the study.

The study found that the presence of positive effects of technology on the performance of public relations practitioners in the companies under study, and these effects appear more on Facebook pages out of websites.

The study also showed that the websites and Facebook pages are useful ways in public relations activities, because Public Relation is an administrative function with a communicative nature.

The results indicated that the public relations in the companies within the study depend on the strategy of dialogue in contact with the public. The study also showed that public relations practitioners have an understanding of all the principles of communication through web sites and Facebook pages in varying proportions, and that the respondents' understanding of the principles of dialogue on Facebook is higher Of the respondents' perception of the websites.

### **key words :**

Communication Technology - Public Relations - Airlines companies in Libya

