

Journal



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Saudi public attitudes towards the performance of Public Relations Departments in the Saudi authorities: a case study on the ministry of labor

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Abstract

This study seeks to identify the nature and limit of effects on the Public Relations Department in government authorities in shaping the Saudi public's attitudes towards its goals and services which are provided by both direct communications, traditional and electronic communication. This study is based on Uses and Gratifications theory, and used survey methodology. This survey study is applied on 200 individuals from Saudi public.

The results of the study shows that the Saudi public is interested in websites and social networking sites in order to identify the services and activities provided by the Public Relations Department at the Saudi Ministry of Labor, however the direct interaction still has a high impact on knowing the management activities and services. Also the study states the impact of heavy exposure to social networking sites as well as the website of the ministry on the general evaluation of the performance of the public relation system, while there was no direct impact on the evaluation.

