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The impact of communication technology on Public Relations performance: (An applied study on the Jordanian government administration)

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Abstract

This study revealed the importance of the use of communication technology and its impact on public relations departments from the perspective of its practitioners in the Jordanian government administration. It found that, there is a great use of it in those departments, where the administration provided them with computers, softwares, Internet networks and systems necessary to work with different audiences. There was also an impact on the use of this technology on the efficiency and productivity of the work, as was the impact on the development of the human resources and the construction of database of public relations as indicated by the analysis of simple regression.

Keywords: Communication Technology, Public Relations, Jordanian Government Administration