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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 aims to identify the media coverage of the activities of civil society organizations in the daily Jordanian press, as well as to find differences between them in all content and all categories of analysis statistically.

The study relied on the descriptive approach using the content analysis tool which included six main categories with several sub-categories attached. The sample of the study consisted of 42 cases randomly selected from both newspapers from 2017. The tool was validated by scientific methods. The researchers used a number of statistical methods to analyze data such as frequencies, percentages and Kay square test.

The study reached important results in the media coverage of the activities of civil society organizations, most notably the lack of stability in the volume of publication in the two newspapers, and the different treatment methods despite of its convergence most of the time, in addition to other results of interest in this regard.

**keyword:** Jordanian Journalism, NGOS, Content Analysis, Media Coverage .