

Journal



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

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The employment of modern technologies in the field of public relations - Descriptive study

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Abstract

This study aims to "utilize the modern technologies in the field of public relations," to recognize the reality of the work of technical applications in the field of public relations and the extent of the Public Relations Department's ability to deal with the technical and utilize it in various communication activities. The study also sought to identify the obstacles.

The study problem summarized in the main question:

What is the function of modern technologies in the field of public relations and the obstacles they face?

To reach this purpose, the researcher divided this study into two sections, as discussed in the introduction the methodology of the subject, the study problem and its objectives and importance, the first section addressed communication techniques in public relations, its concept, and methods, and importance. The second section addressed the reality of the users of practitioners of public relations for technology and the main difficulties that obstacles it's using.

The most prominent previous studies has been showed during the study which addressed a side from the search

The study found the following results:

1. The importance of intensifying the specialized training courses in the field of activating the use of modern technologies in the field of public relations.

2. Weaken ability to deal with the technology by the public relations staff, so it is important that the information and communication colleges allocate subjects for the Internet and how to use it within its plan of study.

3. Lack of training for the staff of public relations to raise their ability to deal with the technology in all its forms, therefore I emphasize on the importance of strengthening the role of the managers of media and public relations and raise their abilities in the field of modern technologies even more in order to transfer the impact of their training to the media coordinators and the rest of the public relations staff.

4. Utilize all forms of the advantages and benefits of media and communication of internet as well as the marketing advantages to achieve the objectives of public relations at the highest level.

