

Journal



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The Journal is part of Al-Arabia Public Relations Agency's publications, specialized in education, scientific consultancy and training.

- The Journal is approved by the Supreme Council for Media Regulation in Egypt. It has an international numbering and a deposit number. It is classified internationally for its both printed and electronic versions by the Academy of Scientific Research and Technology in Cairo. In addition, it is classified by the Scientific Promotions Committee in the field of Media of the Supreme Council of Universities in Egypt.
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The Impact of using Communication Technology in managing Public Relations Case Study on ARAMCO Saudi Company

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Abstract

This study deals with the role played by modern communication technology in the public relations apparatus and its role in building relationships and good image of the institution in order to serve its objectives, in comparison to the case of Aramco: It is a Saudi national oil company and is the largest international company that uses communication technology and public relations. The aim of the study was to identify the impact of communication technology in Aramco's public relations by identifying the following dimensions and reaching the benefits of the use of means of communication for employees within ARAMCO and the detection of the impact of technology and new assisting technical features in the tasks of public relations and to identify the role of public relations in the development of Aramco staff skills training and monitoring function of the use of technology in public relations. The researcher used the survey methodology for this study. The study community consists of the internal audience of Saudi Aramco, and because it was very difficult for the researcher to conduct the study on the entire research community due to the large size of the study society, People may fear from such studies which may be a means of espionage and sometimes giving the excuse that they have a great deal of works to do. Therefore, the researcher chose to conduct the study on a random sample of the research society. The researcher chose a random sample, the number of the sample items in which 256 items of the total society. The study reached a number of results; - The study showed that Aramco seeks to increase technological development in order to achieve the revival and prosperity of the society, with 69.6% saying that the means of communication and technology in Saudi Arabia are used comprehensively. The study also revealed that the development of the continuous communication technology forces Aramco to constantly change the way it progresses and that 83.9% of Aramco employees indicted that, they are working well with their available potentialities.