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Abstract

In light of the great information revolution that the International Telecommunications Network has created, public relations practitioners have been keen to keep abreast of the tremendous developments in modern communications technology, taking a large share of them and making a long-term leap forward. Therefore, the website of each organization or company has become a channel for communication and interaction with the public, representing the organization in a way that enables it to gain their confidence, thus allowing the organization to take far strides towards achieving the strategic objectives it aspires and strengthening its position among other organizations.

These new technological developments place a great responsibility on the public relations practitioners, as they are forced to use them as both a source of reliable information and a guardian of the interests of the community. The technology of the new media has led to further freedom for the media that can no longer be restricted, and has provided an easy means of communicating and disseminating information to all parts of the world. So the question now is whether the public relations practitioners will benefit from these new technological options or will shy away from using them due to fear from the so-called (new media technology)?

Accordingly, the question that has to be answered is: To what extent are Egyptian universities keeping abreast of this development, including it within their public relation-related academic programs, scientific studies and research?

This is the focus of the present research.