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Employing Motion Graphic Technology in Training Platforms and its Role in Developing the Public Relations Employees' Skills in the Saudi Government Sector: Field study on management of public relations employees at Umm Al-Qura University users of "Ethraie" platform

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Abstract

This study aimed to identify the importance of employing motion graphic technology in the training platforms and its role in developing the skills of public relations employees, accordingly observe their attitudes and tendencies towards those courses. The researcher adopted the descriptive survey approach by using the comprehensive survey style to find answers related to the study's questions and hypotheses, by applying to the staff of the Public Relations Management, whose number reached (23) employees of both male and female, at Umm Al-Qura University in Makkah Al-Mukarramah. The study reached several results, the most important is that the motion graphic technology greatly affects the majority of the individuals' response to the study sample in presenting the training material content in Ethraie platform and this came at a rate of (65%). As it appears the high percentage of satisfaction in The study sample about the training content provided by motion graphic technology in the Ethraie platform is 65%. Moreover, as the study indicated that the majority of the respondents have benefited greatly from the courses provided with motion graphic technology in the Ethraie platform. So, this reflects the extent of their understanding and cognition to the benefit of using this technology in presenting training content. The study recommended doing more Arabic research that shows the importance and the benefit of using motion graphic technology in the field of training and other fields. Besides, the training institutions' interest to provide some of their courses using motion graphic technology, due to its importance in greatly simplifying the understanding of information.

Keywords: Motion Graphics - Public Relations - Electronic Platforms - Training.