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The Nature of the Treatments of the “Arab American” and “Khadouri” Universities Websites before and during the Corona Pandemic

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Abstract

This study revolves around the content and form of the websites of Palestinian universities (American university is a model for a private university, and Palestine Technical University / Kadoori is a model for a government university). This is to find out the extent to which these two universities employ digital public relations and to identify the strengths and weaknesses in the exercise of these tasks, to lay scientific foundations that can be relied upon in guiding workers in public relations departments.

The study relied on the media survey method and the comparative approach, while the study relied on the dialogue communication theory, and the in-depth interview tool and content analysis.

The study found that there is a variation in the percentage of multimedia usage in each of the two sites, as the two sites mainly relied on the use of combining text with an image, without expanding the use of other forms of multimedia.

The study revealed that the American University website used the combination of text with a video and an image, while the Kadoori University website does not use the concept of multimedia in its comprehensive sense except by merging the text with more than one image only.

The results also showed that not enough interactive media services are employed on websites, and that the respondents are aware of the principles of dialogue communication in varying proportions, with a relative discrepancy also appearing in the indicators of dialogue communication on websites, as it came at a rate of (75%) on the website of the Arab American University, and (25%) on the Kadoori University website.

Keywords: Web site, Digital public Relations, Arab American University, Palestine Technical- Kadooria, Interactive, Corona pandemic.