

Journal



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Giza - Dokki - Ben Elsarayat - 1 Mohamed Alzoghby Street

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Menofia - Shibeh El-Kom - Postal Code: 32111 - P.O Box: 66

Mobile: +201141514157

Fax: +20482310073

Tel: +2237620818

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Email: [jpr@epra.org.eg](mailto:jpr@epra.org.eg) - [ceo@apr.agency](mailto:ceo@apr.agency)

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# **Difficulties and Challenges of the Media Working Environment during Media Practice in Official Saudi Events<sup>(\*)</sup>**

***Dr. Bandar Owaid AL-jaid***

[Bandar.aljaid@gmail.com](mailto:Bandar.aljaid@gmail.com)

*Associate Professor of Public Relations & Advertising,  
Public Relations & Advertising Department,  
Faculty of Communication & Media,  
King Abdulaziz University*

***Bandar Mohammed Almoshaqah***

[albandar@ymail.com](mailto:albandar@ymail.com)

*Master's Researcher in Media & Communication,  
Public Relations & Advertising Department,  
Faculty of Communication & Media,  
King Abdulaziz University*

## **Abstract**

The problem of the study was Difficulties and challenges in the media working environment during media practice in the official Saudi events, The study used an autoethnography approach along with a survey of the sample. The study community consisted of public relations practitioners in institutions and entities responsible for official political or economic events, The sample was 122 practitioners of public relations.

The study concluded and highlighted the fact that diversifying the media messages directed to the public in all languages, and recognizing their relevant impacts, as well as employing communicative and technological techniques in the process of communication and coordination with the media, as well as the public. The tasks of media institution teams varied during official events in Saudi Arabia, which were divided into tasks related to the preparation and evaluation of the event, and tasks related to covering the event, and using technology to participate in covering and sharing event content (news, photos, and videos).

**Keywords:** Media Working Environment, Media Practice, Official Saudi Events.

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