



*The Modern communication technology and its role in strengthening
public relations (University of Djelfa)*

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Abstract

The study aims to acknowledge the role of communication technology in strengthening public relations at Ziane Achour University - Djelfa - as we seek to collect as much information about the reality of the use of communication technology at the university and the extent of its impact on public relations at the university, hence we used the descriptive method and relied in this study on the following tools: Observation, interview and questionnaire as tools for data collection: Observation, interview and questionnaire as data collection tools, the sample of our study included 48 respondents working at the university as administrative staff, and the study was limited to the departments affiliated to the faculties only.

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- ✓ Modern communication technology
- ✓ public relations.

1. Introduction

The world has witnessed rapid developments in the fields of modern communication technology, and it has become necessary for higher educational institutions to keep pace with these developments and take advantage of them in improving their performance in various fields, especially public relations, through Effective communication with the target audience: Such as social media, email and webinars, in order to build strong relationships with students, faculty members and the local community, disseminate information quickly and easily, enhance transparency and ensure that information reaches all concerned, improve the overall positive image of the university and enhance its reputation by publishing success stories and achievements and interacting with the public positively, as well as communication technology provides tools to collect and analyse data which helps to better understand the needs of the target audience and improve public relations performance.

Modern communication technology has produced a digital divide and scientific progress in different fields and domains, and a great transformation in many concepts and work patterns and public relations, as well as in the transfer and exchange of information between different establishments and departments, which

made some call this era the digital age, especially due to the great leaps in the fields of modern communication, which left an effective and clear impact on all administrative activities, including public relations within the establishment, which added an important communication atmosphere that achieves harmony, harmony and understanding between the employees, and this is what proves its importance within the establishment, so we will try to highlight the importance of modern communication technology in improving public relations at Ziane Achour University in Djelfa.

2. Reaserch Problem :

The importance of using this technology to enhance public relations for educational institutions, including universities ; As an academic institution, Ziane Achour University in Djelfa faces unique challenges in communicating with its students, faculty members, and the indigenous community. The issue facing the university is how to effectively use communication technology to enhance its public relations and improve its institutional image, taking into considiration the challenges arising from rapid technological developments and changing user expectations.

Modern communication technology offers extensive chances for the university to improve its interaction with the community

and increase the reach of its information. However, this development raises questions about the most effective strategies for implementing this technology in public relations and how to address the accompanying challenges, such as the need for specialized content, managing online interactions, and protecting digital privacy and security.

The main question is what technological strategies and tools Ziane Achour University in Djelfa can use to enhance its public relations in a way that achieves effective and sustainable communication with all employees, as well as how the university can overcome the challenges created by this technological integration to ensure the improvement of its institutional profile and enhance the confidence of the community in it.

The primary problem statement is what technological strategies and instruments Ziane Achour University in Djelfa. can use to enhance its public relations in a manner that achieves effective and sustainable communication with all employees, as well as how the university can overcome the challenges created by this technological integration to improve its institutional profile and enhance the confidence of the society.

2.2 Main question :

How importance of using communication technology in public relations in a university institutional ?.

2.3 Main question :

- Is the university keeping up with technological development? What is the reality of the use of communication technology in university administrations?
- To what extent does communication technology contribute to organizing the workflow and improving public relations at the university?
- Does communication technology contribute to alleviating the stress on university administrations between employees?

2.4 Hypotheses:

General Hypothesis:

The use of communication technology in institutional public relations is an important factor in the effective organization and functioning of university administration.

Partial hypotheses:

- The university is always up to date with technological development, including communication technology.
- The use of communication technology in the department of public relations in the institution facilitates good organization in

university departments and also helps in internal and external communication between departments and universities, and c contribute in the stream of the needed information that would contribute to the increase and diversification of the institution's activity.

- Communication technology contributes to alleviating the difficulties faced by employees and reducing some of the hard work, such as archiving paper work ...

5.Importance of the study :

The developments that the world is witnessing today in the field of communication technology do not exclude the need for administrative institutions to use it to manage their activities and facilitate them, especially since public relations today depends on disseminating facts to the public, interacting with it and linking it to the organization.

As communication technology today has become an urgent necessity that must be used, we are trying to find out the most important effects it can have on public relations at Ziane Achour University in Djelfa and whether this technology has a role in improving the functioning of the institution, as well as in improving internal communication and cooperation between the institution's structures.

We are also trying to find out its role in increasing the capacities of employees in

the public relations department and improving their professional performance within the university institution.

6.Importance of the study :

The primary objective of the study is to:

- Trying to explain the importance of the use of communication technology in public relations at Ziane Achour University in Djelfa and to know the most important technologies adopted.

- Trying to know the level of the degree of use of communication technology by employees in the public relations department.

- Trying to identify the fields of use of communication technology in public relations in the university institution.

- Trying to know the effect of the use of communication technology in public relations between departments, employees, and students.

- Trying to identify the extent to which communication technology is used in the public relations department for communication and relations within the institution as a whole.

7. Methodology of the study:

The scientific research of all types needs to adopt a certain methodology to reveal the truth, according to the measures imposed by the subject itself, and therefore the

methodology is the method that the researcher adopts in studying a phenomenon in order to reach a specific objective, as the methodology falls within the research strategy to be adopted, and cannot be separated from the research question and hypotheses as well as the objectives that it seeks to achieve. (JEAN CLAUDE Combesie., 1960, p 28).

The methodology is also considered that "the objective method or endeavor that the researcher follows in tracking a phenomenon, in order to define its aspects comprehensively, making it easy to define and characterize it.

Since we seek to collect as much information about the reality of the use of communication technology in the university and its influence on employees and public relations in the university institution, we were obliged to use the descriptive method to achieve this work, the researcher monitors every big and small and records the slightest observations that he sees, "Bronislaw Malinowski" says in this regard, "Bronislaw Malinowski": "The researcher must first and foremost accurately describe how he made his observations in the field, especially how he began." (MEDELEINE Grawits., 1996, p 42).

The source of the appearance of other forms of on-site observation is that it requires observing in the field of life of the university administration under study

while not changing anything in the situation. Anthropologists were the first to practice participant observation by living in the midst of human groups in order to study them closely. Anthropologist Melvil Herskovits emphasized that in order to study a society, it is necessary to integrate and participate in it. (MALINOWSKI Bronislaw, 1989, p 57).

Sociologists, on the other hand, use this method of investigation while studying individual practices in specific situations.

Interview:

It is a direct technique for questioning individuals in an isolated manner, and sometimes it is also questioning groups in a semi-guided manner that allows taking enough information in order to get to know the respondents. The interview is one of the best techniques for anyone who wants to explore the deep barriers of individuals and discover the common causes of their behavior through the specificity of each case. For these reasons, the interview is often used either to delve into little-known areas or to get to know people before interviewing a larger number using other techniques to recognize the constituent elements of a subject. (GHIGLIONE (R) MATALON (B)., 2000, p 07).

Questionnaire:

The study based on the questionnaire sheet in collecting field data by completing the form by interview, and we took into account

in the design of the questionnaire for this study the perfect formulation of the questions of the form, as it is an essential work in accomplishing the field work necessary to collect data, and we also took into account the necessary conditions in terms of form and content, which ultimately leads to the success of the study.

Case study:

A sample is defined as "a part of the original community that contains the characteristics of the elements that are selected from it in a certain way in order to study the characteristics of the original community." (**MOUHAMMED abdelfattah Hafid Alsirfi** , 2002, p 151).

We chose the purposive sample because the study community is known to the researcher, that is, the members of the sample forming the research community are well known to the researcher and have some information about them, and since the basis for the selection is the extent to which the sample represents the total, the researcher tried to be appropriate and sufficient and according to the possibilities available to the researcher, as the sample members amounted to 48 respondents, and the sample unit was determined among people who work in the departments in the university faculties, as our attention was directed towards these people to collect data from them.

8. Defining concepts:

Communication technology:

The Oxford English Dictionary says that Techno is a style of performance or profession. Technology means the science that studies that profession, and in the field of media writings, the word technology often appears combined with another word like information, media or communication. For some, it may refer to those instruments that are used to enhance the human ability to transfer and exchange information with others, and for others, the meaning may extend to the activities related to the production, operation, storage, transmission, processing and dissemination of information. These processes include traditional activities like research, studies, libraries, printing, publishing, television, radio and journalism, as well as newer activities like remote sensing, telephony, telegraphy, computers, information storage and retrieval. (**MODJAHID Djamel**, 2009, p 09).

Public Relations:

Ibrahim Imam defined it as the science that studies the behavior of people and groups in an objective scientific study in order to organize human relations on the basis of solidarity, cooperation, and awareness. (**DELIO Fodil** , 2010, p 127).

Presenting and analyzing results :

Table 01 Representation of sample members by gender

gender	f	%
Male	35	72.9
female	13	27.1
Σ	48	100

Assasment and analysis:

From the table, it turns out that the majority of the employees to whom the questionnaire was distributed are males and females, the majority of them are males and the percentage represented in the table indicates that 72.9% are males, and the rest 27.1% . This is normal considering the total number of 700 administrative staff at the university, we found that the majority of males are the ones who keep up with modern technological means and communication in all its means, because men often go online and open e-mail accounts and social networking sites such as Facebook, while we find that few females open private accounts because their husbands do not accept opening accounts or communicating via e-mail even in working conditions, especially in a conservative city such as the state of Djelfa.

Table 02 Representation of sample members by age

Age	f	%
30-21	4	8.3
40-31	14	29.2
50-41	22	45.8
60-51	8	16.7
Σ	48	100

Assesment and analysis:

This percentage begins to decrease as there is a decrease in age, as we find that the category between 31 years to 40 years represents 29.2%, while the small category of the total respondents is the youngest category, which is less than 30 years old, which represents 08.3% of the total employees.

Therefore, we conclude that the age groups of this sample indicate that they include the most elderly, then young people and above, who have the ability to work in the administrative field, which in turn needs professional experience, especially in the field of public relations and communication between employees.

Table 03 represents the educational level of the respondents

<i>Educational level</i>	<i>f</i>	<i>%</i>
high school	5	10.4
Professional formation	8	16.7
university	31	64.6
Postgraduate	4	8.3
Σ	48	100

Assesment and analysis:

As for Table 03, which represents data related to the educational level of the respondents, we find that the majority of the respondents have the university level, where the percentage of this category was estimated at 64.6%, which is the largest percentage, and this indicates the need of the university administration to this level to provide good management and guarantee the use of Modern communication technology by academics in a good way. We explain this by the fact that employment or needs in university administrations are determined according to the level of university education, in addition to the fact that the university always gives its employees the chance to complete their studies at the university at the same time, especially in postgraduate studies from master's to doctorate.

This also explains that the university imposes the use of communication technologies, especially modern ones, in administrative and managerial processes, and that is why we always find that it avoids employing workers with a low level of education, in order to make it easier for them to train them to use communication technologies quickly and at the minimum cost.

Table 04 Family situation of the the respondents :

<i>Family status</i>	<i>f</i>	<i>%</i>
Single	18	37.5
Married	26	54.2
divorced	4	8.3
Σ	48	100

Assesment and analysis:

We find that the current study, through our reading of the data recorded in Table 04, which relates to the family status of the members of the research population, found that married people are more numerous than the unmarried category, which represents the majority of employees working at the university, and their percentage represents 54.2% This indicates that there is a correlation between the age group and the family status (the married),

then followed by the category of singles, estimated at 37.5%, which is generally acceptable compared to the age groups of the research members, especially the young ones. As for the category of divorced, we find that it is very low, estimated at 08.3% of the society members, and this confirms that divorce for administrators is unacceptable and in their view causes family disintegration and breakdown.

Table 05 Explains the use of a computer at work

Using a computer	f	%
Always	40	83.3
Sometimes	7	14.6
Never	1	1
Σ	48	100

Assesment and analysis:

We note from Table 06 that the majority of the sample members always use the computer in their work, with 83.3% of the total employees, which is a very high percentage, and this is due to the nature of work in university departments, which in turn requires or imposes on the employee to use the computer, while we find that those who use the computer temporarily have a lower percentage of 14.6%, and the explanation for this is that the high number of employees who use the computer in their

work is due to the youth group and the university education level prevailing over the research sample, in addition to the nature of their work that requires improved knowledge of computerized media.

Table 07 Employee's use of the Internet in the workplace

Using a computer	f	%	Q ²	Df	α	Sig
Always	40	83.3	16.44	2	0.05	0.00
Sometimes	7	14.6				
Never	1	1				
Σ	48	100				

Assesment and analysis:

Table 08 indicates that all employees at the university have access to the Internet at the workplace and always use it, with a percentage of 100%, which is a complete percentage for the respondents, and this explains the development of the use of the Internet by employees at work and communication between them. Also, the nature of jobs in university offices and departments depends a lot on the Internet and connection to the network always, and based on the quantitative data generated by the results of Q2 at the level of significance ($0.05=\alpha$) and the degree of freedom ($Df=2$) that the value of the significant ratio ($Sig=0.00$) is less than the value of α

($0.000 < 0.05$), which is statistically significant ($0.000 < 0$). This statistically indicates that there are significant differences in the respondents' response (administrative staff) well, and the extent of their use of the Internet during their work, and through some of the answers of some of the respondents, it appears that the use of the Internet is necessary at work in order to get information and transfer files and receive them easily and quickly, in addition to communication between employees and exchange of information... etc.

Table 08 presents the respondents' opinion on the role of communication technology in enhancing public relations at the university

Using a computer	f	%
Yes	39	81.5
No	1	2.9
Sort of	8	16.6
Σ	48	100

Assesment and analysis:

Table 08 indicates the extent to which communication technology enhances public relations at the university. The percentage of employees who answered that communication technology improves public relations at the university amounted to 81.5% of the total respondents, which is the majority, and 16.6% of them think that

communication technology sometimes improves and sometimes not, the percentage of this category of respondents are undecided in answering yes or no, and the rest of the respondents estimated at 02.9% who decide that it has not improved public relations, of course, communication technologies have greatly improved relations between employees and between employees and students, especially if they are well used and available sufficiently without interruption.

Table 09 indicates the obstacles that impede respondents from using communication technologies.

The answers	f	%
Yes	11	22.9
No	24	50
Sort of	13	27.1
Σ	48	100

Assesment and analysis:

Table 09 indicates the extent to which the sample members were exposed to difficulties while using communication technologies. The percentage of employees who encounter difficulties was estimated at 22.9%, which represents a quarter of the respondents, while those who do not encounter difficulties are estimated at 50%, as half of the respondents do not encounter any difficulties in keeping up with the use

of communication technologies. This is followed by 27.1% who express that they do not encounter difficulties sometimes and sometimes receive difficulties from the use of communication technologies in the workplace, and the explanation for this is the lack of training and training for employees about what is new in the field of modern technologies in their use or repair, through our questioning of some of the respondents about difficulties, their statements were about technical issues, which in turn need training for them, as well as some language obstacles and malfunctions that occur in communication equipment, also for the half of the respondents who do not receive difficulties, this is explained by the fact that the respondents are from the category of young people who do not receive difficulties.

Table 10 indicates the effects of improving communication technology from the work place at the university.

The effect	f	%	Q ²	Df	α	Sig
Yes	41	85.4	11.45	2	0.05	0.00
No	1	2.1				
Sort of	6	12.5				
Σ	48	100				

Assesment and analysis:

Table No. 10 indicates the extent to which communication technologies improve the work place in the university, the results

found in the table show that the majority of employees confirm the improvement of work in the department, 85.4% is the percentage that shows us the category that recognizes the extent of the role of communication technology in improving work, and this is especially obligatory when communication technology is available in sufficient quantity and quality and if it is well used, and based on the results produced by the results of k2 squared at the level of significance ($0.05=\alpha$) and the degree of freedom ($Df=2$) that the value of the significant ratio ($Sig=0.00$) is less than the value of α , i.e. ($0.000<0.05$), which is statistically significant. $05=\alpha$ and degree of freedom ($Df=2$) that the value of the significant ratio ($Sig=0.00$) is less than the value of α ($0.000<0.05$), which statistically indicates that there is a significant significance in the availability of communication technologies and their relationship with performance at work compared to the traditional means that were before that.

Results of the study regarding the hypotheses

The primary objective of the analysis and interpretation in the previous chapters on the importance of communication technology in public relations at the university is only to answer well the research questions posed at the beginning and to test the hypotheses that we tried to verify, but the theoretical presentation gave

us a comprehensive picture of the reality of communication technology and public relations that formed our starting point for our field study, as many results and observations were drawn that justify the role of some factors that contributed to the change in the university, as follows:

Analysis of the second hypothesis results:

From the hypothesis that confirms the availability of communication technology in university departments, we conclude the following:

- The majority of employees use computers in their work on a permanent basis, and a high percentage of employees are proficient in using computers.
- Most of the departments at the university rely on the Internet
- Providing the Internet in most of the administrative offices at the university.
- University administrations are somewhat in line with developments in the field of communication technology.

Analysis of the second hypothesis results :

The hypothesis that communication technology has a role in expanding internal and external communication between staff and students. has been realized.

- Communication technology has changed the way employees work for the best.

- The integration of communication technology only partially revamped the form of work due to more attention to the provision of equipment and software.

- The role of communication technology in saving time and effort.

- Increase the flow and transfer of information between employees and universities.

- The use of communication technologies helps to expand the communication network inside and outside the university, and lies in the rapid spread of information, ease of communication and ease of receiving it as well.

- The influence of communication technology in increasing external communication and this indicator has a positive impact on various aspects of the organization's activities.

Analysing the results of the third hypothesis:

Communication technology helps to relieve stress on employees has been realized, because communication technology has indeed contributed well in facilitating work, facilitating communication, and speeding up work.

- Almost half of the employees face difficulties and pressures in their use of communication technology.

- The level of training at the university on the use of technology is very low.
- Technical problems and lack of specialized workers in the field of maintenance.
- Therefore, the results indicated that some employees are good at solving their own problems despite the lack of maintenance patrols for the devices. This has given positive results in improving work and communication and increasing the speed and quality of work.

Conclusion:

The study conducted on the employees of the departments of Ziane Achour University in Djelfa. is only a preliminary attempt to approach some of the changes at their level, especially with the use of communication technology:

Using modern technology to store and retrieve information, such as optical disks and microfilm technologies, because of their role in reducing memorization costs and saving effort and time in retrieving information.

Communication technology considered one of the success factors for administrative staff if they use it in their work.

Communication technology contributes to improving their performance, especially in terms of the time spent on tasks and the quality of the decisions and

recommendations contained in the reports, but this success is subject to the provision of a number of appropriate conditions such as trainings and trainings in the field of automated information by the administrations.

Thus, we concluded by recommending the need to pay full attention to the employees and their performance in their workplaces, including departments, laboratories and centers, as well as trying to develop the means and techniques that depend on them, including communication and information technology, and the realization of projects such as the project to establish information networks that contribute to improving and increasing the performance of employees and the performance of the university as a whole.

In addition to encouraging the idea of self-training for employees at the university so that employees seek to develop themselves in the field of using modern technologies or techniques. And also support them to allow all university employees to benefit from modern technologies. This is all in order to minimize some of the pressures and difficulties that employees face in the university administration, as well as to understand modern technology in order to minimize both paper and personal communication.

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