

The use of modern communication technology in the field of Public Relations at the public institution in Algeria

استخدام تكنولوجيا الاتصال الحديثة في مجال العلاقات العامة لدى المؤسسة
العمومية في الجزائر

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Abstract

This study explores the integration of modern communication technology (MCT) within public institutions in Algeria, focusing specifically on its role in enhancing public relations (PR) practices. Using a qualitative case study approach, the research investigates four diverse public institutions in Sidi Bel Abbès, employing interviews and observation techniques to assess the use and effectiveness of MCT tools such as intranet/extranet systems, email, social media platforms, and coordination software. The findings reveal that MCT substantially facilitates internal and external communication, streamlines administrative coordination, and improves overall institutional performance. Despite the absence of dedicated PR departments in the institutions studied, PR practices are indirectly implemented across various units. The research concludes that the strategic adoption of MCT not only optimizes information flow but also strengthens organizational transparency, efficiency, and audience engagement. Recommendations include formalizing PR structures, investing in up-to-date technologies, and training specialists to professionalize institutional communication efforts.

Keywords: modern communication technology, public relations, public institutions.

ملخص:

يهدف بحثنا إلى التعرف على تكنولوجيات الاتصال الحديثة المستخدمة داخل المؤسسة العمومية في الجزائر، وكيفية استخدامها في مجال العلاقات العامة. ونفترض أن استخدام تكنولوجيا الاتصال الحديثة يساهم في تسهيل عملية الاتصال وتدفق المعلومات داخل المؤسسة، ويساهم في تحسين التنظيم الإداري بين أقسام المؤسسة، وبالتالي تحسين أدائها.

يعتمد بحثنا على منهج دراسة حالة، وتقنيتي المقابلة والملاحظة، لبحث عينة راعينا فيها تنوع اختصاص المؤسسة؛ وعلى هذا الأساس قمنا ببحث مجموعة من المؤسسات بمدينة سيدي بلعباس: مديرية "سونلغاز"، مؤسسة "سيترام"، المكتبة الرئيسية للمطالعة العمومية، كلية العلوم الإنسانية والاجتماعية. يتوصل البحث إلى أن الاعتماد على تكنولوجيا الاتصال الحديثة في مجال العلاقات العامة، أصبح أحد أهم أولويات المؤسسة العمومية في الجزائر، وتتمحور بقية النتائج حول مساهمات هذه التكنولوجيات في مجال العلاقات العامة داخل المؤسسة.

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كلمات مفتاحية: تكنولوجيا الاتصال، العلاقات العامة، المؤسسة العمومية.

1. Introduction

The public institution in Algeria works to activate public relations activities, relying on modern communication technology, in order to ensure the smooth flow of information between structures, the proper functioning of the assigned tasks and improve the overall performance of the institution. This is what can be achieved through more modern means, techniques and technological capabilities than previously applied; by the most modern we mean everything related to : the speed of internet flow, modern software for administrative management, applications of communication systems between members of the institution, advanced devices and computers, social networking sites, e-mail, the electronic application of the institution, the official website of the institution, the internet including intranet and extranet.. And others. In this context, we point out that this accreditation is a real investment for every institution at the present time. Speaking of modern communication technology, it is basically everything that is associated with physical hardware and software that connects the various components and elements of computer equipment, transferring data from one physical location to another (Alaq, DT). Techniques, tools or means include various systems that are employed to process content (Al-mashaqba, 2014). One of its characteristics is the combination of the written and spoken word, static and moving images, telecommunications, terrestrial and space communications, data storage, analysis of their contents and making them available in the required form, at the right time and at the necessary speed (Al-Abdullah, 2014).

Speaking about the problem of the dependence of the public institution in Algeria on modern communication technology to activate public relations, we point out that there are a number of important studies that have enriched this research field, in this context it is good to review the most important outputs of the most important studies from which the problem of our research proceeds. The research of amirouche and Chabi (2017) indicated that Algerian companies have become in line with the developments of the times through the use of information and communication technologies to improve job performance and raise productivity, considering the transformation of their system to a digital system. Haj Ahmed's research (2017/2018) indicates that public relations has a communicative and administrative function that should adopt technological methods in order to improve the behavioral and functional aspect of the individual and communicate with internal and external audiences while spreading awareness and knowledge, creating advanced and contemporary public relations within the institution and keeping pace with the current technological development. As for Al tamimi's research (2018), it indicates that modern means of communication play a major role in expanding

public relations and media by reducing the effort of employees, developing the institution and meeting the needs of various internal and external audiences of the institution. Abdel Noor's research (2021) indicates that the use of computers in public relations has facilitated the process of communication between employees in public relations, reducing time, profiting effort, achieving job satisfaction, developing the spirit of loyalty and belonging to the organization, as well as connecting the management with its external audience, through the use of modern technology. Based on these outputs, the problem of our research crystallizes, which focuses on how the public institution relies on modern communication technologies to activate public relations, an interest that we will examine procedurally within the limits of the geographically available society, to determine our problem in the following main question: How is the use of modern communication technology within the public institution in the city of Sidi Bel Abbas.

Our research questions subtly about: the use of modern communication technology by the public institution in the city of Sidi Bel Abbas, how to practice public relations within the public institution in the city of Sidi Bel Abbas, and the contribution of the use of modern communication technology in the field of public relations to improve the performance of the public institution in the city of Sidi Bel Abbas. We assume that the use of modern communication technology facilitates the communication process and the flow of information within the organization. The public institution's exercise of public relations functions contributes to improving the Administrative Organization among its departments. And that its dependence on the use of modern communication technology in the field of public relations contributes to improving its performance. The importance of our research lies in the fact that the dependence of institutions on the use of communication technology in the field of public relations in its various activities, such as: Information, Communication, Communication, Planning and coordination, and other important activities has become essential today, due to the improvements it has added to the performance of the institution by facilitating the communication process, speeding up the flow of information, shortening time and profit for effort, which contributes to the performance of its tasks, improving its services and gaining the trust of its fans. Our research aims to identify the modern communication technologies used within the public institution, to identify the reality of practicing public relations in its various activities, and then to identify how the public institution uses modern communication technology in the field of Public Relations. Finally, we point out that in our research we rely on a case study approach, interview and observation techniques.

2. -research methodology

2.1. research methodology and tools:

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In our research, we rely on a case study approach, which helps to provide detailed, comprehensive and in-depth information (Mahmoudi, 2019), studying the phenomenon in depth and in its real context (Keen, 2020, P.28), with the aim of reaching a deeper understanding of the studied phenomenon (Najm, 2015). These are the basic steps that we rely on, which we will go through in our research on the state of the public institution in the city of Sidi BelAbbes (Algeria).

We will also rely on the interview tool, which will enable us to establish trusting and friendly relations with the respondent, helping him to disclose the required information (Obeidat, 1984). Where the phenomenon under study will be examined with some immersion that generates understanding. In this context, we point out that in our research we relied on personal interviews of an open-ended nature where we met with the respondents face-to-face at multiple intervals, and these interviews were with a group of respondents from various public institutions in the city of Sidi Bel Abbes.

We also rely on the observation tool, as a direct examination process, with careful, organized, directed, purposeful and deep intentional viewing (Hamidi, 2019). This will enable us to compile a set of data that will help us analyze and interpret the phenomenon.

2.2. research community and its sample:

The total community of our research is represented by all public institutions in Algeria as the target of our research outputs, the target community is represented by all public institutions in the city of Sidi Bel Abbes (Algeria), and the available community is represented by a limited group of public institutions in the city of Sidi Bel Abbes, and we mean by limited those available due to proximity and the possibility of research.

Based on the above, we relied on an intentional sample to analyze the problem of our research, a sample in which we took into account the diversity of the institution's competence, in order to get closer to a comprehensive understanding of the public institution, regardless of its different tasks and goals. On this basis, we were able to identify four public institutions located in the city of Sidi Bel Abbes (Algeria): the Directorate of electricity and gas distribution "SONELGAZ", the tramway Transport Corporation "SETRAM", the main library for public reading "Mohamed kabaty", the Faculty of Humanities and Social Sciences "University of Djilali liabes". We have identified 18 individuals (communication and public relations practitioners) from all these institutions, and the following is a table that clearly defines the research sample:

Table No. (01): shows the research sample.

Foundation	Its type	units	Their functions within the enterprise
Directorate of electricity and gas distribution "SONELGAZ"	An economic institution (Commercial enterprise)	55 units	An employee of the human resources department.
			Head of the Department of training and Human Resources Development.
			Head of the remote control department.
			Regional electricity distributor
			Head of the Department of Public Utilities.
Sidi Bel Abbes tramway Transport Corporation "SETRAM "	Economic enterprise (transport enterprise)	33 units	Head of the communications department.
			Customer service officer.
			Responsible for communication within the institution.
Faculty of Humanities and social sciences at Sidi Bel Abbes University	An institution of higher education and scientific research. (University Institution)	55 units	Head of the Department of scientific, cultural and sports activities.
			Head of the Department of Education follow-up and evaluation.
			Certificate Service officer
			The official of the information Cell.
			Administrative officer.
The main library for public reading "Mohamed kabati " in the city of Sidi Bel Abbes	Cultural institution (scientific and cognitive institution)	55 units	Head of the Department of administration and public means.
			Head of the Department of automated and Audiovisual Media.
			Responsible for the management of the interest of the secretariat.
			Responsible for the management of the Office of works.
			An employee of the accounting branch.

Source: By The Authors Rezine Mohammed, Abbouni ibtissam, 2025.

3. Research results

3.1. The use of modern communication technology within the public organization in Sidi Bel Abbas

●Directorate of Electricity and Gas Distribution "SONELGAZ":

Sonelgaz uses very modern technological means in the organization, namely, computers, digital systems, internet, social networking sites, and coordination software. These tools meet the needs of the organization with a desire to add more modern tools.

The technological means used within the management of Sonelgaz improve the communication process and the flow of information between members of the organization and exchange it in the fastest time.

The intranet is used for internal communication through the coordination program and e-mail, noting that all the computers of this organization are equipped with the Internet. Regarding the extranet, social media sites and the official website are used to communicate with customers and organizations affiliated with this directorate.

●SETRAM Foundation:

uses state-of-the-art technology. These include modern technological equipment for conducting business and presentations, smartphones, organization-specific phones, computers, and social media sites.

The means are considered sufficient, but there is no objection to employing other more modern means. Noting the contribution of these means in improving the communication process and the transfer of information between its employees, facilitating work and presentations, and improving the communication process.

All computers of this organization are equipped with an Internet network, and each office has special sites where they work and block other sites to ensure the proper functioning of the business and the provision of quality offers and services.

There is a reliance on the intranet for internal communication and the extranet for external communication in this organization.

●Management of the Faculty of Humanities and Social Sciences:

Modern technological means are used in this institution, such as computers and their accessories, software, smart phones, and social media applications.

The means are considered sufficient to conduct the work of the institution, but it is not advisable to rely on more modern means and employ them to conduct works and provide services and activities.

Most of the organization's computers have internet access.

There is an inconsistency between the vocabulary regarding the reliance on the Internet and extranet: According to statements (1) and (3), the intranet and extranet are used, while statement (2) indicates that these two networks are not used. Vocabulary (4) indicates that only the intranet is used without the extranet, and vocabulary (5) indicates that the extranet is used without the intranet. However, we found through inspection and observation that both networks are used by this institution, both for internal communication with employees, and externally with the university presidency and the Ministry of Education.

●**Management of the main public reading library:**

relies on state-of-the-art technology. These are: RFIED PMB, squirrel software, computers, smart phones, and social media.

All respondents agreed that the tools are sufficient, but there is nothing wrong with employing more modern tools.

The technological means used are considered sufficient with the possibility of opening up to more modern means. Noting that the means used have already contributed to improving the communication process, transferring information among its employees, facilitating work and presentations, and improving the communication process.

All computers of this organization are equipped with an Internet network, and each office has work-related sites, relying on a system of blocking some sites to ensure the proper functioning of the business and the provision of quality offers and services.

There is inconsistency among the sample regarding the actual reliance on the intranet and extranet by the organization.

3.2.Exercising public relations and improving the administrative organisation between departments within the public institution in Sidi Bel Abbes

●**Directorate of Electricity and Gas Distribution "SONELGAZ":**

Awareness of the practice of public relations activity is present in all vocabularies.

There is no specialised public relations body, only an information and communication office.

The practice of public relations in this organisation is carried out through billboards, brochures, sensitisation campaigns, the coordination programme for the exchange of information and tasks, communication with radio, newspapers, social networking sites, advertisements, meetings.

The most prominent forms of internal communication in the practice of public relations activities are internal announcements, coordination, email, while external communication uses social networking sites, radio, advertisements, newspapers, and the official website of the institution.

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This directorate does not seek this recruitment as it is limited and is satisfied with the current information and communication office and the employees present in the organisation only.

Public relations activities are exercised in organising the administrative work between the departments of the Directorate of Electricity and Gas Distribution through the regular transmission of information, improving and accelerating communication, promoting the organisation and its services, and gaining the trust of the public.

●SETRAM Foundation:

Awareness of public relations activities.

There is no specific public relations body within this organisation, but it is practiced indirectly by most departments, especially the communication department, the human resources department and the customer service department.

The practice of public relations within SITRAM is carried out through meetings and their outputs, where meeting outputs are posted on notice boards inside the organisation so that all employees know the outcome of the meeting, preparing brochures, conducting sensitisation campaigns, manoeuvres, using email to exchange information as soon as possible and using social media to promote the organisation's offerings and attract its customers.

The forms of internal communication for public relations activities are: Advertising, email, telephone, meetings, and external communication forms are the use of social networking sites and sensitisation campaigns.

All respondents confirmed that there is no need to hire a specialised public relations department or employees specialised in this field.

This practice contributed to organising the administrative work between the departments of the institution and facilitating the access of information to the worker.

●Management of the faculty of Humanities and Social Sciences:

There is awareness of the practice of public relations activities among the employees of this institution.

There is no special public relations body at the level of this institution, but it is practised indirectly by many departments, and there are closer departments practising it, such as the Department of Scientific, Cultural and Sports Activities, the Department of Media, and the Department of Postgraduate Vice Deanship in charge of post-graduate studies.

Public relations in this institution is practised through announcements, exchange of reports, memos, meetings, social networking sites, and the official website of the college.

The internal forms used by this college in the practice of public relations activities and communication with its internal audiences include the use of e-mail, internal bulletin board, exchange of reports, memoranda of interest, and

external forms of communication, while this institution uses the official website, social networking sites, sensitisation campaigns, and cooperation with clubs and associations to promote the institution's services and image.

Regarding the employment of a special public relations body, this matter is not related to the institution, in addition to the obstacle of the organisational structure, and for employees specialised in this field, we find communication and public relations graduates within this institution, but they occupy other work positions.

The practice of public relations activities in organising administrative work among the departments of this institution contributed greatly to organising work, distributing tasks, facilitating the communication process and promoting the image of the institution and its activities.

● **Management of the main public reading library:**

Awareness of the practice of public relations activities.

There is no specific public relations apparatus within this library, but it is practiced indirectly by most departments, headed by the communication cell.

The practice of public relations within this library is done through meetings, preparing brochures, messenger groups, using email to exchange information quickly and using social networking sites to promote the institution and its activities, attract readers, and respond to their various inquiries.

The most prominent forms of internal communication for public relations activities are advertisements, email, telephone, messenger groups, meetings, reports, and external communication forms are the use of social networking sites.

According to some of the respondents, this organisation is seeking to employ a public relations apparatus and the director is diligent in this regard, while the other respondents believe that there is no need for this apparatus and that they are satisfied with the media and communication cell only, as they do not distinguish between the media and communication office and the public relations office.

The practice of public relations activities contributed to organising the administrative work between the library departments and facilitating the access of information to the worker and the reader in the fastest time and effort.

3.3. The use of modern communication technology in the field of public relations and its contribution to improving the performance of the public organisation in Sidi Bel Abbes

● **Directorate of Electricity and Gas Distribution "SONELGAZ":**

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There is a significant contribution of modern communication technology in the field of public relations at Sonelgaz by speeding up the work and improving communication.

Sonelgaz has witnessed a change in the work provided after the use of modern communication technology in the practice of relations activities through the conduct of business and exchange of information through coordination and many digital programmes and systems to manage the tasks of the organisation.

Modern communication technology in the field of public relations has improved internal and external communication by exchanging information and ideas, facilitating work and tasks, promoting the organisation's services and gaining customers through social networking sites.

The use of modern communication technology has contributed to enhancing the performance of Sonelgaz and improving its services.

The Directorate seeks to gain the trust of its customers and maintain its reputation by using modern communication technology and facilitating the payment of bills by employing the electronic payment method, as well as informing the public of any malfunction or malfunction at the level of electricity and gas through the radio.

Sonelgaz believes that the use of modern communication technology in the field of public relations is an added value to the organisation, and their future vision lies in keeping pace with technological development.

●SETRAM Foundation:

Setram recognises the significant contribution that modern communication technology has made in the field of public relations by accelerating the delivery of information to the worker and the customer and achieving the organisation's objectives.

The significant contribution of modern communication technology in the field of public relations and improving internal and external communication at the level of this organisation by accelerating the communication process and information exchange at the internal level, promoting the organisation's offerings and accelerating communication with its customers and gaining their trust by communicating information to them as soon as it is issued.

By all accounts, Setram has started using technology to perform its tasks and has seen a change in the quality of its services from the very beginning.

The use of modern communication technology has contributed to improving the performance of Setram and improving its services.

The organisation seeks to gain the trust of its audiences and maintain its reputation by using modern communication technology by conducting public opinion surveys and responding to their wishes, offering discount offers, coordinating between different departments of the organisation, ensuring that

information about tramway departure times is communicated as soon as possible, and promoting the organisation's offers through social media.

Setram sees the use of modern communication technology in the field of public relations as an added value to the organisation, and their vision for the future lies in adding more modern technological means and welcoming all that is new.

● **Management of the faculty of Humanities and Social Sciences:**

The significant contribution of modern communication technology in the field of public relations at this college through speeding up the work and improving the level of the communication process and information exchange.

A change in the quality of services provided after the use of modern communication technology in the practice of public relations activities by optimising and facilitating communication, speeding up the work and gaining time and effort.

A significant improvement in the level of internal and external communications at the level of this organisation through its use of modern communication technology in the field of public relations, accelerating the communication process, exchanging information and promoting the organisation's services.

Promote and develop the performance of the organisation and improve its services by providing a space to transfer information and promote the organisation's activities and services.

This institution seeks to gain the trust of its audiences and maintain its good reputation by using modern communication technology in the practice of public relations activities by providing correct news and information and avoiding false news, transparency, creating a wide space for the exchange of opinions and concerns, as well as providing various updates through social networking sites.

This faculty considers the use of modern communication technology in the field of public relations to be an added value for it. The future vision of this institution is to keep pace with technological development to provide high-quality services and activities, accelerate communication and promote the image of the institution.

● **Management of the main public reading library:**

The great contribution made by modern communication technology in the field of public relations in the institution by accelerating the access of information to the worker and the reader and achieving the objectives of the institution.

According to all respondents, the library has witnessed a change in the quality of services since its first use of this technology.

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communication at the level of this library by accelerating the communication process and information exchange at the internal level, promoting the institution's offerings and accelerating communication with its readers and gaining their trust by communicating information to them as soon as it is issued.

The use of modern communication technology has contributed to upgrading and developing the library's performance and improving its services.

This institution seeks to gain the trust of its audiences and maintain its reputation by using modern communication technology to meet the needs of readers, coordinate between different departments, and promote the institution's activities through social networking sites.

The library sees the use of modern communication technology in the field of public relations as an added value to the organisation, and their future vision lies in adding more modern technological means and welcoming everything that is modern.

4. Discussion of the research findings

4.1. The first hypothesis: "The contribution of the use of modern communication technology by the public institution in facilitating the communication process and the flow of information"

is a hypothesis that is achieved in all the researched institutions in the city of Sidi Bel Abbes, but there remains a difference in terms of use between each institution and the other, the Faculty of Humanities and Social Sciences uses modern communication technology, but it has some few departments that still use traditional methods of doing business due to the difficulty of access to technology and poor internet flow, however, this faculty seeks to improve its performance on the one hand and work to digitise its sector with various departments and keep pace with the technological development, as for Setram, it is an institution that uses modern communication technology strongly in conducting its business, offering its services and promoting its institution as a leading institution in this field and since the beginning of its activities and services, it started with technology, which indicates the wide interest of this institution in this field and still seeks to develop more and more.

As for the Directorate of Electricity and Gas Distribution, it is one of the leading economic institutions in the city of Sidi Bel Abbes, which considers modern communication technology and its various means as one of the priorities on which it relies in conducting its business and is an institution that uses modern technologies strongly, which makes it and setram similar in terms of the use of modern communication technology in conducting business and providing services, as for the Main Public Reading Library "Mohamed Kabati", we found that this library is an institution that uses modern communication technology with some shortcomings, including the presence of technological means and technical equipment.

Thus, the first hypothesis of "the contribution of the use of modern communication technology by the public institution in facilitating communication and information flow" is fulfilled in all public institutions in the city of Sidi Bel Abbes based on the agreement of all the respondents on the use of modern communication technology and its contribution in facilitating communication and information flow.

4.2.The second hypothesis: "The practice of public relations in its various activities by public institutions and its contribution to improving the administrative organisation among its departments"

is a hypothesis that is fulfilled in all public institutions in Sidi Bel Abbes, because all these institutions share the absence of a public relations apparatus and its existence as an indirect practice among many departments and employees present within the researched institutions, as the Faculty of Humanities and Social Sciences does not have a special public relations apparatus while public relations is strongly spread within this institution among its various employees and departments, especially the Department of Scientific, Cultural and Sports Activities, as well as the Media Cell, which exists only as an office within this institution without being present within the organisational structure, in addition to the post-graduate vice deanship, as these departments are the closest to public relations. This practice has contributed to improving administrative organisation among the various departments of this college, but according to our field observations we found that public relations is strongly prevalent among various departments and employees of this college, in addition to the latter's contribution to the administrative organisation between the departments of this institution and facilitating the access of information to the worker and the customer.

As for the Directorate of Electricity and Gas Distribution, it is also an institution that does not have a special public relations device, but it is widespread among the various departments of this directorate, according to what all respondents confirmed to us in addition to our field observations during our study. Thus, the practice of public relations is strongly prevalent within this institution, although it does not exist as a device, we find it as a practice among its various departments, which led to administrative organisation between its various departments, and as for the main public reading library "Mohamed Kabati", it is also an institution All this is considered among the public relations activities practiced by this library, which in turn contributed to the administrative organisation and coordination between the various departments of this library, promoting its activities and gaining the trust of its readers.

Therefore, the second hypothesis, "the practice of public relations in its various activities by public institutions and its contribution to improving the administrative organisation between its departments", is fulfilled in all public

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institutions in Sidi Bel Abbes, based on the confirmation of all respondents that the practice of public relations in its various activities contributed to improving the administrative organisation between the various departments of the public institutions in Sidi Bel Abbes and based on our field observations as well.

4.3. The third hypothesis: "The use of modern communication technology in the field of public relations by public institutions and its contribution to improving the performance of their tasks"

is a hypothesis that is fulfilled in all public institutions in Sidi Bel Abbes, as all institutions agreed that the use of modern communication technology in the field of public relations contributed to improving the performance of the institutions and their progress and development, as confirmed by the respondents at the Faculty of Humanities and Social Sciences that the use of modern communication technology in the field of public relations brought the institution closer to the student, changed services and facilitated communication between faculty, staff and students. The same thing was confirmed by the respondents in Setram that the use of modern communication technology in the field of public relations added many advantages and developments to the organisation and increased the performance of its tasks, presenting its offers and gaining the trust of its customers, the Directorate of Electricity and Gas Distribution -Sonelgaz- also confirmed the great contribution made by modern communication technology in the field of public relations from facilitating communication, work and providing services, and the main library of public reading "Mohamed Kabati" confirmed that the use of modern communication technology in public relations is an added value to the library and contributed to the promotion of the library and the development of its services.

Thus, the third hypothesis, "the use of modern communication technology in the field of public relations by public institutions and its contribution to improving the performance of their tasks" is fulfilled in all public institutions in Sidi Bel Abbes, based on the confirmation of all respondents that the use of modern communication technology in the field of public relations contributed to improving the performance of the tasks of the respondent institutions and this is what we observed and reached through our field study as well.

Finally, we can say that the three hypotheses were fulfilled at the level of all public institutions in Sidi Bel Abbes, with some differences that we mentioned above, considering the great role and contribution of modern communication technology in the field of public relations in the public institutions in Sidi Bel Abbes.

5- Conclusion

The main objective of this research is to identify the modern communication technology used in the field of public relations in public institutions, and from here we chose a group of public institutions of different fields represented in the College of Humanities and Social Sciences, Setram Foundation, Directorate of Electricity and Gas Distribution "Sonelgaz", the main library of public reading "Mohamed Kabati" in Sidi Bel Abbes and these institutions are the main target of our research by studying each institution individually to produce results that serve the research and achieve its objectives and the main objective of this research is to generalise the results obtained through these institutions.

Through the focus of our study on the applied aspect, it was found that modern communication technology in its various means is among the priorities and fundamentals on which public institutions in Sidi Bel Abbes are based to exercise their tasks and activities, provide their services, meet the needs of the institution and the desires of its audience and achieve its goals, and with the existence of the use of modern communication technology, but we find a difference in terms of the degree of use of modern communication technology between each institution and another.

This study revealed to us that these public institutions in Sidi Bel Abbes do not have a special public relations department, but we find it as a widespread practice within these public institutions practiced indirectly by many of the employees of these public institutions and their various departments, as public relations is the basis for the success of these public institutions and the promotion of their image and services.

In addition to this, we also found the significant contribution that modern communication technology has made to these public institutions in the field of public relations by changing the quality of services, speeding up communication and promoting the image of the organisation and its services through this technology.

Through the research study and the observations made through the field study and the interviews we conducted based on the previous findings, a set of recommendations can be made, namely:

- Employing more modern technological means and keeping up with the technological development and dispensing with traditional methods and all that is paper-based.
- Dedicating a public relations department at the level of these public institutions in Sidi Bel Abbes is important in improving the functioning of the institutions' activities and services and achieving effective communication between the institution and its internal and external audiences.

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- Hiring specialists in the field of public relations because they are fully aware of this profession and have received training and training in it to practice the tasks to the fullest and with high accuracy.
- The need to rely on the extranet network in these institutions to communicate with other institutions, create a collaborative relationship with these public institutions, maintain their integrity and gain the trust of interested institutions.
- Finally, we suggest and encourage future researchers to conduct field studies of more than one institution to provide added value and obtain results that reveal the similarities and differences between institutions with the possibility of generalising the results obtained.

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