

# The Level of The Jordanian University Students' Satisfaction at the Role of Social Media in General Affairs in Governmental Developmental Institutions to Make them Aware of the Goals of these Institutions.

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## ABSTRACT

This study aims at identifying the level of the Jordanian university students' satisfaction at the role of social media in general affairs in governmental developmental institutions to make them aware of the goals of these institutions. The study used a survey on a random sample consisting of 192 items on students of the Faculty of Information at Al-Yarmouk and Petra universities. The study used the descriptive analytical methodology using an electronic survey. The study found out that half of the sample did not know about the Jordanian developmental institutions because they did not care to know. They also did not know because the informational content of both communication activities in these institutions and the mass media they deal with is very little. The study also found out that the communication methods the general affairs use are only the social media that belongs to these institutions. The level of satisfaction at the contribution of communication methods in making the sample aware of the goals of these institutions was recognized as "sometimes". The most important role of these activities was to make the sample aware of the information about these institutions. However, the satisfaction of the sample at the communication activities of the general affairs in developmental institutions was recognized as "moderate". Jordanian electronic sites and mass media have greater role than informational methods in making the sample aware of the goals of these institutions. It was also found out that We are all Jordan Committee "Kollonal Al-Ordon" and King Abdullah Fund for Development have a great communication activity to make the Jordanian youth aware of the goals of these institutions.

## Keywords

Satisfaction, Jordanian youth, Communication activities, Public Relations, Jordanian Governmental Developmental Institutions, Awareness.

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## Introduction

Public relations emerged in all areas of life, especially due to the digital revolution that helped it assume a position of importance requiring exerting great effort and holding responsibilities. It has become a part of most of the functions of the official and private departments and institutions with the many tasks and duties it performs and as a result imposed itself on governmental and non-governmental organizations. Public relations especially in the developed countries is of a high level of importance as it has become one of the important tools that help senior management in institutional decision-making, as well as in improving and correcting its decisions. Moreover, it promotes leadership, proacts in highlighting what is published by the various media about the performance and effort of the institution, communicating its goals and messages to the public, and improving its image and reduces time and effort. This confirms that public relations represent a constructive administrative and communication activity imposed in its current form by the conditions of modern society.

Globally, and according to the statistics of the American Labor Office, there are more than seven thousand companies specialized in public relations in the United States of America alone in (2008), and more than 64 thousand people work as directors of public relations departments in

American organizations and institutions, whether governmental or private, etc. Also, there are more than 135 thousand practitioners in these departments. The spending on the public relations industry in the United States of America alone reached 5.2 billion dollars in 2007, and in this respect the size of the limited spending of the Arab world on public relations compared with the United States is evident. The entire Middle East region has spent nearly \$ 100 million on the public relations industry (Ayyad, 2011). What is more important than these figures is that public relations is the first administrative and communication function in the United States of America that achieves profits from the return on its investments.

The Jordanian government has established many institutions for non-profit developmental purposes, whose goals are to reduce poverty and unemployment and raise vocational training for Jordanians. The greatest burden falls on the public relations departments to carry out their duties in disseminating these goals, and changing the attitudes of unemployed Jordanian youth, especially university graduates, by encouraging them to engage in private businesses financed by these institutions, and guiding them to go to these institutions to reduce unemployment and poverty rates, obtain adequate training, and change the culture of shame. In light of this culture of shame university youth see that it is shameful to work in special professions and occupations because they are below their educational

level, and they see their natural position in government office jobs. Furthermore, keeping abreast of the communicative activities carried out by the public relations in these institutions is important, especially if it takes into account young people's preferences in using the media, especially the modern media.

## Literature Review

### Terms and Concepts

**Satisfaction:** It is that feeling of completeness and achievement stemming from action, and it is a feeling of relief (Keeler, 2006). As a term used in this study: it is the satisfaction obtained by Jordanian youth with the role of communicative activities for public relations in Jordanian development institutions in raising their awareness and guiding them to benefit from these institutions. **Youth:** an age group ranging from (15-24) years old, as defined by the United Nations. (Jordan's Al-Ghad newspaper, on August 12, 2006, website, www.alghad.com, on August 12, 2006). The Jordan Human Development Report of 2003 defines the youth as "the age between (15-29) years old" (Al-Jawarneh, 2004). The Jordanian youth are defined in this study is defined as: The age that ranges between (18-24), which correspond to the bachelor's stage in both of Yarmouk University and Petra University.

**Role** is defined as: "A set of patterns of behaviors or activities expected of an individual or the communicative means to perform actions, and the nature of this behavior or activity related to performing the role varies according to the nature of the individual or the means in the social environment. It is the set of behaviors and responsibilities that the job gives to the person in charge, and the most important elements of a role are represented by the actions that the one in charge of them performs and the expectations of the role." (Al-Shaqran, 1997) As a term "role" is defined in this study as: The extent to which the communication activities of public relations in developmental institutions play a role, inspired by their functions, in making Jordanian youth aware of the objectives of these institutions to achieve development and a dignified life for the youth.)

**Communication activities of public relations:** "All the functions and activities that public relations do using their various types of communication means with the aim to create a positive influence and a good image with regard to the public opinion" (Atoum 2010). Communication activities as a

term is defined in this study as: all the communication activities carried out by the public relations departments in each of the following development institutions: The All-Jordan Youth Commission, The TVSD Commission, The Vocational Training Corporation, the Development and Employment Fund, the King Abdullah II Fund for Development, and The Agricultural Credit Corporation, with the aim of making Jordanian university youth aware of the objectives of these institutions.

**Public Relations:** "The process by which persuasive information is presented to the public with the aim of forming or modifying the actions and trends of the institution through persuasive influence and contact with the internal and external audiences." (Burns, 1959) .Public relations as a term is defined in this study as: public relations in development institutions that are involved in this study which carry out a media communication activity with the aim of strengthening their relationship with society, especially the Jordanian university youth to educate and encourage them to benefit from the services provided by these institutions in order to decrease poverty and unemployment, as well as raise the their qualification and vocational training.

**Jordanian governmental development institutions:** They are institutions concerned with development that provide their services to Jordanian citizens within certain mechanisms and conditions, and some of them are concerned with youth only, such as The All-Jordan Youth Commission. These institutions address the issues of poverty, unemployment, vocational training, carry out economic feasibility studies for private projects, and provide their services in the form of loans and aid to the Jordanian citizen in all areas. While, operationally, in this study it refers to: The All-Jordan Youth Commission, The TVSD Commission, the Development and Employment Fund, the King Abdullah II Fund for Development, the Vocational Training Corporation, and the Agricultural Credit Corporation.

**Awareness:** "A science and art that influences the desires and behaviors of individuals in society by providing them with information to make the right decisions regarding what they need." (Ahmaru, 2006), while operationally it is defined in this study as: the information flow from the media and

communication means that aims at increasing the total knowledge of (future) Jordanian university youth about the objectives of the Jordanian development funds represented in reducing poverty and unemployment, as well as conducting qualification and vocational training.

Objectives: "The concept of objectives refers to the main strategic points that represent the target goals that the institution seeks to achieve and are considered the method of work for which the energies and financial and technical resources are mobilized." (Guerrillas, 2010). The objectives are defined operationally in this study as: The goals for which the Jordanian development funds involved in this study were established, which are specifically concerned with reducing unemployment and poverty, conducting vocational qualification, and improving the quality of life of the Jordanian citizens.

Development is "a conscious, deliberate and planned process that takes place through and for the human being with the aim of moving society with its people, institutions and structures to a better position that achieves progress, security, prosperity, participation and independence, whether in the economic, political, cultural, social fields or others." (Abu Isba', 1995).

### Previous studies

1- The study of Muhammadin (2019) entitled "Attitudes of University of Petra students towards communication activities organized by the University." The study aimed to identify the students' attitudes towards cultural communication activities organized by the University of Petra, to investigate the reluctance of many of them to participate in attending these activities, and to identify the cultural activities organized by the university. In the study, the descriptive and analytical approach was followed according to which a random sample of (400) individuals was selected. The following results were concluded: the communication activities met the cognitive, emotional, and behavioral needs of students who attended them, and that the most important reasons for students not attending these activities are: not benefiting from them, their subjects are repetitive, and their compatibility with the students' trends.

2- The Sal'wos Study (2018) entitled "Communication Activities of the Public Relations department at King Abdullah University

Hospital and its importance and impact on the Public"

The study aimed to identify the communication activities of the Public Relations department at the Founder King Hospital and its importance in communicating with the internal and external public. The researcher used the descriptive survey approach on a sample consisting of (13) individuals and implemented the comprehensive inventory method. The study concluded the following: The modern media outperforms the rest of means of communication used by public relations practitioners in the hospital, and that the public relations department uses methods that include personal and collective communication for informational and news activities.

3- Akour's study (2016) entitled "Communication activities of public relations in Jordanian banks: a field study on the practice of public relations." The most important results of the study were as follows: more than half of the study population, 55.1% of Jordanian banks, depend on the communication activities of the public relations department in order to achieve success in banking. The most important communication activity carried out by the Public Relations Department is organizing events and exhibitions in which the bank participates or sponsors. The vast majority of public relations departments confirmed that the use of the Internet and social networking sites contributed to the development and functioning of public relations on an average rate of 70.4%.

Abu al-Asal's study (2014) entitled: "Communication and administrative practices of public relations in Jordanian civil hospitals" reached several conclusions, the most important of which are: that most of the public relations departments are directly related to higher management, half of the study sample - 57.3% practices public relations through The two-way symmetrical model, the method of communication most commonly used was: complaints and suggestions boxes, and it was found that the most widely implemented public communication activities are the identification evidences issued by the Public Relations Department.

The study of Sadghat and Enderves (2015) entitled "Investigation of the effect of image, performance quality and relationship quality on customer satisfaction (case study: Bank of Iran Melli Abadan and Khorramshahr) aimed to verify

the effect of the image and the quality of performance on the satisfaction and loyalty of customers for Bank Melli of Iran. It used the descriptive survey method on a random sample of (410) participant, and reached the following results: : The image, performance quality and relationship quality have a positive effect on customers loyalty, and the quality of the relationship affects customers satisfaction while the quality of performance does not affect their satisfaction.

6- A study entitled “Effective public relations leadership in organizational change: A study of multinationals in mainland China, published in the Journal of Public Relations, Syracuse University. (Luo and Hun, 2014) aimed to identify the leadership role that public relations can play during the stage of change in three of the multinational companies in China. The most important results of the study were as follows: The leadership role of the Public Relations Department during the stage of change is represented by the training of a simple administrative cadre on regulating and controlling their emotions and to acquire communication skills, in addition to communicating and enhancing shared visions about the change process that the organization is going through.

7- A study entitled Public Relations Practice and its Effectiveness impact on the Performance of Al-Bashir Hospital, a study published in the World Health Organization Report (Khurana and adaroka, 2012). The most important results of the study are as follows: Public relations are not open with their clients, and this is an indication that patients lack information about Al-Bashir Hospital, and they cannot offer any suggestions about the hospital’s workflow. The high number of patients received by the hospital reduces the hospital’s commitment to them, and this means that the hospital does not care about the type of its relationships with patients, but rather their quantity. Therefore, the priority of public relations is to satisfy the needs of the general management in the hospital.

A study entitled How Public Relations Affects the Increase of Competitive Advantages of Small Hotels, a study published in the International Journal of Economics and Tourism, University of Robbica, Romania, (Milohnic, 2012). The most important results of the study were that eighteen out of sixty hotels comprising 30% use public

relations, and the statistical significance showed an important correlation between the existence of high-quality competitive advantages for hotels and their use of public relations in their work. Also, it was found that hotels that have highly competitive advantages use public relations that is creative, has a strong strategy, and markets its business.

There is no doubt that the researchers benefited a lot from previous studies in formulating the research problem, its questions, hypotheses and tools, determining the appropriate approach, theoretical research frameworks, discussing the results, and in designing the questionnaire form and its focuses, and perhaps the greatest benefit was avoiding repetition of a previous study on the same topic of this research, However, researchers have built on all previous studies relevant to the topic of this research as cumulation is what distinguishes scientific research. In detail, the study of (Akour, 2016) was used to formulate hypotheses related to the role of communication activities of public relations in Jordan. while the study of (Abu Al-Asal, 2014) was used in formulating hypotheses to find statistically significant differences in the role of communicative activities in public relations according to several variables.

Third: the study model (Grunge and Hunt model). The Grunge and Hunt model has four sub-models and perhaps the two-way symmetric model is the most appropriate for this study. This model was used at the beginning of the sixties of the twentieth century, and public relations in this model is considered the link between the organization on the one hand and its audiences on the other hand. Communication here takes place in two parallel directions, just as public relations influence the masses of the organization, and try to convince them of its policies and plans, the public has the power of influence equal to that of the organization in influencing the organization and its policy, which requires it to amend these policies and plans in line with the requests and suggestions of the public (two-way influence relationship) (Abu Isba’, 2005)

In the light of digital public relations, the two-way symmetric model is the best, as it aims at interaction and mutual understanding, and the nature of the two-way communication process depends on balanced equal influence. Moreover, the communication model includes the elements (sender - receiver – reaction) and its function is

formation and modification of opinions and trends in order to understand them, and is suitable for

### The research problem and questions

Based on the above, it is possible to identify the problem of the study and its main question in order to reveal the level of the Jordanian university students' satisfaction at the role of social media in general affairs in governmental developmental institutions and their knowledge of these institutions' awareness-raising roles and development goals.

The following sub-questions stem from the main question:

The first question: To what level do Jordanian youth follow the communication activities of public relations in government development institutions?

The second question: What is the level of satisfaction of Jordanian youth with communicative activities for public relations in governmental development institutions?

The third question: Which communication activities for public relations in development institutions Jordanian youth follow?

The fourth question: To what extent does the communication activities of public relations in development institutions contribute to educating Jordanian youth about the goals of these institutions?

The fifth question: What are the contents of the communication activities that public relations use in development institutions to educate Jordanian youth about their goals from the point of view of the study sample?

The sixth question: What are the best communication activities for public relations in development institutions from the viewpoint of university youth?

### Hypotheses:

The main hypothesis: There is a correlation between the communication activities of public relations in development institutions and the awareness of Jordanian youth about the objectives of these institutions. The main hypothesis is divided into the following sub-hypotheses:

HA1: There is a correlational relationship of statistical significance between the extent of

application to any institution whatever its activity.

follow-up of the communication activities of public relations in development institutions by Jordanian youth, and the level of public relations' use of communication means in raising awareness about the objectives of these institutions.

HA2: There is a correlational relationship of statistical significance between the contribution of the public relations' communication activities in making the study sample aware of the objectives of the Jordanian development institutions, and the extent of their satisfaction with the communication activities?

Importance of research: The importance of research can be summarized in the following points:

- The literature related to the subject of this research is scarce. It was found that there are no previous studies addressing the role of public relations' communication activities in development institutions in educating Jordanian youth about the objectives of these institutions, and thus this research can contribute to providing the Jordanian and Arab library with a valuable topic especially that it relates to the role of communication activities of public relations in development institutions and its focus on the youth group.

- The importance of this research on the scientific level lies in the presented field results, facts and data that enable all concerned parties in Jordan to devise a communication and development strategy that contributes to solving the problems of unemployed youth.

The importance of catalyzing the means and communication activities of public relations in development institutions. Since they are governmental non-profit development institutions, this may reduce their communication activities and make them less efficient and active than if they were private funds aimed at profit.

### Methodology

Type and methodology of the study: This study is a descriptive research that depends on the (survey) statistical approach. The descriptive approach / survey studies is one of the most important and most used methods in media studies, while "the statistical approach is a scientific effort organized

to obtain information and data.” (Zgheib, 2009), (Weimar, and Dominic, 2013)

The study population, its sample, and the justifications for selection: The study population comprised of university youth at Yarmouk University, which is a governmental university, and the University of Petra, which is a private university. The study population represents all members of the phenomenon subject to investigation, and given that the unemployed university youth is estimated at hundreds of thousands according to the statements issued by the Civil Service Bureau in Jordan, which exceeded (326) thousand job applications in the year 2020 AD. The university youth sample from Yarmouk university was approved because it is one of the largest and oldest universities, and the University of Petra is one of the first private universities in Jordan.

The sample is the part of the population that was chosen for the study. In this study a random sample of (346) Yarmouk University and University of Petra students were chosen. The questionnaires were distributed, (192) of which were retrieved, while (154) individuals from the sample did not answer it because they did not know or have not heard of these institutions before, and accordingly, the sample consisted of (192) participants.

Data collection tools: Based on the research problem and its topic, a questionnaire was used, and thus the data collection tool was consistent with the research problem and its questions. The questionnaire included main questions in addition to questions about the demographic data of the study sample.

The temporal and spatial scope of the study, first: the timeframe. The questionnaire was distributed and retrieved from Jordanian university students at the universities of Yarmouk and Petra in April and May of 2020.

Study variables: The independent variable: In this study, it is the role of communication activities of public relations in development institutions. As for the dependent variable: it is the awareness of Jordanian university youth about the objectives of these institutions.

#### **Validity and reliability**

Validity of the tool: To achieve this, the researchers tested the face validity and identified the questions related to it, in order to ensure the consistency of the answer in reflecting the

objectives and questions of the study. After that the questionnaire was presented to a body of specialized experts and referees with scientific and practical experiences who are Jordanian university professors in public relations and survey and who kindly shared their directions and observations according to which the questionnaire was modified and corrected.

Reliability of the tool: The reliability of the questionnaire results was confirmed using the Test-Re Test method, with an interval of two weeks between the first application and the second application. It was distributed to 19 individuals, representing 10% of the sample size - the 192 individuals. In addition, (Cronbach Alpha) was calculated, which reached 88%, indicating the reliability of the tool.

The statistical methods used in the study: After the researcher completed the process of collecting the necessary data and information about the variables of this study, they were coded and entered into the computer to extract the statistical results through the Statistical Program for Social Sciences (SPSS).

#### **Data Analysis(Times New Roman, bold, 12)**

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volumus quaestio mei. Mea ne aperiam fabellas facilisi, veritus invidunt ei mea.

## Results

It was found that nearly half of the study sample, with a percentage of (44,5), did not know anything about Jordanian development institutions, neither from communicative activities of public relations in those institutions, nor from the media.

1 - The most important reasons for not knowing about the development institutions involved in this study by the study sample are: First, the lack of interest in learning about it with a percentage of (29,3). Second, it did not know anything about it from the media with a percentage of (25,9)

2 - The study sample's follow-up of the communication activities of public relations in the Jordanian development institutions was rated "sometimes", with a percentage of (55.2), "rarely" with a percentage of (34.4), and "often" with a percentage of (10.4).

3- The most communicative activity that public relations use to make the study sample aware of its objectives was the social media pages of these institutions.

4- The contribution of communication activities of public relations in the Jordanian development institutions to raising the awareness of the study sample about the objectives of these institutions was rated "sometimes", with a percentage of (2, 54), "often", with a percentage of (28.1), and "rarely" with a percentage of (12 , 5).

5- The most important content of the communication activities from the point of view of the study sample was "informing the study sample of what they need about development institutions".

6- The study sample's satisfaction with the communication activities of public relations in development institutions was "intermediate", with a percentage of (4-59).

7 - The websites and social media are the communication methods that most contribute to making the study sample aware of the objectives of development institutions, with arithmetic means (3,36) respectively.

8- There is no statistically significant correlation between the extent of the study sample's follow-up of the communication activities of public relations in development institutions and the

communicative activities of public relations in these institutions.

9 - There is a statistically significant correlation relationship between the contribution of communication activities of public relations to raising awareness about the objectives of the Jordanian development institutions, and the level of the study sample's satisfaction with the communication activities.

## Discussions (Times New Roman, bold, 12)

The first hypothesis: There is a statistically significant relationship between the extent to which Jordanian youth follow-up the communication activities of public relations in development institutions, and the degree of public relations use of communication means in raising awareness about the objectives of these institutions. To verify this hypothesis, the Pearson correlation coefficient between the extent of Jordanian youth's follow-up of the communication activities of public relations in development institutions, and the degree of public relations use of communication means in making the study sample aware of the objectives of these institutions was calculated.

Pearson correlation coefficient between the extent of the study sample's follow-up of communication activities of public relations in development institutions, and the degree of public relations use of communication means in development institutions to raise their awareness of the objectives of these institutions.

\* Statistical function at the significance level (0.05).

\*\* Statistical significance at (0.01).

There is no statistically significant relationship between the degree of the study sample's follow-up of the communication activities of public relations in development institutions, and the degree of public relations use of communication means in raising awareness of the objectives of these institutions. Perhaps this result explains why the use of public relations for communication means, according to the study questions, was rated "low". This requires public relations to focus in their communication activities on the means of modern communication, and face contact with university youth to inform them of the objectives of these institutions and the mechanisms of using their services.

The second hypothesis: There is a statistically significant relationship between the contribution of communication activities of public relations to making the study sample aware of the objectives of the Jordanian development institutions, and the extent of their satisfaction with the communication activities. To verify this hypothesis, the Pearson correlation coefficient between the contribution of public relations communication activities to raising awareness of the objectives of Jordanian development institutions, and the extent of satisfaction with the communication activities was calculated.

Pearson correlation coefficient for the relationship between the contribution of communication activities of public relations to raising the awareness of the objectives of Jordanian development institutions and the extent of satisfaction with these communication activities

\* Statistical function at the significance level (0.05).

\*\* Statistically significant at (0.01).

There is a positive statistically significant relationship between the contribution of communication activities of public relations to the awareness raising of the objectives of Jordanian development institutions, and the level of satisfaction with these communication activities. This result explains that the greater the contribution of communication activities of public relations in development institutions, the greater the satisfaction of the study sample with those activities.

### Study recommendations

After reviewing the results of the study, the researchers recommend the following:

- 1- To increase the focus of development institutions on the youth category; in light of the unemployment which increases day after day; As the Jordanian universities supply the Jordanian labor market with thousands of graduates annually.
- 2- To activate the communication activities of public relations in development institutions, and use the communication means that are most followed and used by Jordanian youth.
- 3- To have the Jordanian media pay attention to the youth category, direct it towards private business, and educate and guide it towards development institutions to benefit from them.

4- For all Jordanian development institutions to open liaison offices in Jordanian universities to make the Jordanian youth aware of their objectives.

5- To increase cooperation between public relations in development institutions, and the Jordanian media, in order to make the Jordanian youth aware and guide them towards these institutions.

6- To have the media focus on instilling the values of productive work, and changing the perceptions of Jordanian youth related to their desire to work in government office.

7 - To include the values of production and work in school and university curricula, and to encourage young people to pursue professional and technical work and self-employment.

8- To support the practitioners of public relations higher management, and to activate the functions of public relations, especially in the media campaigns.

sonet reprimique ne. Mel et quis posse noster. Has ea alia dicat, nominavi efficiendi eam ei.

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