ز

Abstract

The Employment of Digital Public Relations by the Jordanian Ministry of Foreign Affairs during Coronavirus Crisis: A Survey Study
Prepared by: IsraaBarjesAlbloush
Supervised by: dr. Tayseer Abu Arja

This study aims to measure the role played by public relations in the Jordanian Ministry of Foreign Affairs in limiting the spread of the Corona virus, and to analyze the advantages of using social networks in limiting the spread of the Corona virus, and to identify the difficulties facing public relations in dealing with the Corona virus, and the study community consists Of the workers in the Protocol Department and the Media Department, which is one of the departments related to the work of public relations in the Jordanian Ministry of Foreign Affairs, by (40) single, where a comprehensive survey of all members of the study community was conducted, in order to answer the study questions and test the validity of its hypotheses, and the statistical package SPSS Statistical Package For Social Sciences) to analyze the study data.

The study showed that the most important reasons for using social networks for the purposes of dealing with the Corona pandemic are the popularity and the great spread of these networks, the ease of dealing with them, and the speed of transferring information and delivering it to the recipient. It also showed that one of the most important difficulties facing public relations in dealing with the Corona virus is that the process of following communication networks needs a large number of employees, in addition to the diversity of the languages of the users of social networks and the diversity of their desires and needs for information about the Corona pandemic, and the weakness of the electronic infrastructure necessary to deal with the Corona pandemic. As for the results of the study, it recommends increasing the Ministry of Foreign Affairs interest in conducting an external public opinion poll about communication activities in a way that contributes to the development of its work, and increasing in the number of employees in the departments of the ministry, where the communication networks need to be monitored by a large number of employees.

keywords: Employment/ Ministry of Foreign Affairs/ Digital Public Relations/ Coronavirus Crisis.