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# **The Contributions of Communication Technologies in Achieving the Objectives of Public Relations**

**A Case Study on the Public Relations Department at Saudi Aramco**

***Analytical Field study***

**A Thesis submitted in fulfillment of the requirements for the Masters Degree in Mass Media**

**By**

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## **Abstract**

This thesis describes and analyses the extent to which the modern communication technologies utilized public relations directly contribute to the fulfillment of its goals. The importance and impact of this technology is manifested on the work of contemporary organizations. The study focuses on the importance of monitoring the communication technologies in the field of public relations and their ability to achieve the objectives of public relations; it further identifies the status of the use of communication technologies in the management of public relations in one of the largest companies operating in the area of the world's oil. In addition, the study seeks to detect the levels and patterns of communication technologies in the field of public relations to their ability to achieve its objectives.

To reach those goals, the researcher divides his study into a methodological introduction, a theoretical part containing three chapters, and a practical containing Chapter IV. In the introduction, the research deals with the methodology of the study and an introduction to the subject of communications and public relations, the problem of the study including identification of the availability and the use of communication technologies in the Public Relations Department, the extent to which workers in the Department benefit from these technologies, and the extent to which the use of these technologies achieves the objectives of public relations. It also included the objectives of the study and its importance, the previous studies that dealt with the subject in a way or another, and the identification of the terms of the study as well.

The theoretical part features three chapters, the first deals with the theoretical aspects of the objectives and functions of Public Relations, where the researcher tried to reach new classifications of the objectives and functions of public relations, through his attempt, for the first time, to separate between the objectives of public relations, and its functions. Since the study deals with the contributions of communication technologies in achieving the objectives of public relations, the researcher allocated a separate chapter to highlight the communication technologies' origin, evolution and their use in the field of public relations, and their impact on the professional performance of public relations Departments.

Whereas that study is a case study of the Public Relations Department at Saudi Aramco, the researcher has singled out an entire chapter

dealing with the historical overview of Saudi Aramco, and the historical evolution of Public Relations Department of the company and its position as to the company's administrative system; then he addresses the objectives of the company's Public Relations Department of the.

The practical aspects, comprises Chapter IV of the study, which consists of five sections. At the beginning of each section, the researcher refers to the methodological procedures of the analytical field study, where the researcher depended on three of the tools of scientific research, which are:

1. In-depth Interview: with management leaders, employees of the Public Relations Department. Using this tool, the Searcher has allotted a full section for identifying the communication technologies used in the Public Relations Department of Saudi Aramco Company.
2. Questionnaire to solicit the views of the public relations staff as a sample inclusive of all personnel in the Public Relations Department, in Dhahran and Riyadh, and to solicit the views of the company's staff, in general as a random sample including the staff of the company's branches in: Dhahran (Head Office) and Abqaiq, Ras Tanura and Riyadh to identify the direct contribution of communication technologies, and interactive communication technologies as used in Saudi Aramco in achieving the goals of public relations; to compare the views of workers in public relations and the views of the company staff, to identify the similarities and differences between their views.
3. Form of content analysis of the analytical study: to analyze the content of the random sample of incoming and outgoing emails to and from the Department, as well as analysis of the content of a random sample of pages of informational and communicative nature on the Company's website in order to see how successful is the company's Public Relations Department in utilizing these technologies to communicate with different audiences.

The researcher has been keen to make available to this study, a combination of elements that increase the scientific value and credibility terms of diagnosing accurately the reality of using modern communication technologies in the Public Relations Department at Aramco. This has been sought through researcher's keenness to take advantage of all the previous scientific efforts in the subject of public relations and communication technologies and their uses, to identify

the problem and its causes, and to subject them to study and analysis, with the aim that this study would complement and add to previous studies in the area. The researcher, therefore, paid attention to the study's questionnaires and forms with a view to make them inclusive and integrated, and to review them accurately in order to be an effective tool for collecting field and analytical information. The findings of the field and analytical study have been linked to the theoretical study upon presenting the findings to find out the extent to which these technologies are in use the Public Relations Department. The researcher was also keen to ensure that the recommendations, derived from the study findings, are practical and feasible for application.