Attitudes of workers in public Relations Towards Elecfonic Social Met working

Dr. Majde Al-Fares

Abstract

The goal of current research is to identify trends working in the field of public relations within the official and private media in the city of Damascus. The numb of members of the research sample (43) Forty-three workers the working in public relations, They wene chosen randomly, researcher prepared a measure of trends to in line with objectives and hypotheses of the resench. The instrument underwent the verification of the psychometric properties.

The research concluded the following results:
1. There is a positive trend among members of the research sample about social networking sites online.
2. There are no differences between the trends of gender (male and female) working in the field of public relations toward social networking sites.
3. There are differences between the trends working in public relations for a variable depending on the number of years of work, and for the benefit of those who did not spend five years.
4. There are differences between the trends working in public relations toward social networking sites depending on the type of media

---

organization (public / private) for the benefit of workers in the private sector.

Research suggestions:
1- Activating the role of workers in the public relations sector and the media in line whiten their work in the field of the public retatian.
2- Increasine the number of workers in the field of public relations in the media and in both public and private sectors especially since the sample referred to in this research are all working in the field of public relations and media.
3- Conduct multiple studies about the reality of the use of social networking sites in the work of public relations that focuses more on the relationship between media and public relations.
4- Rehabilitation of cadres of public relations in the media to keep up with the development of the electronic media for the benefit of their work.

Keywords: Attitudes, public relations, social networking sites.

22