

Development of Press Sites for Media Departments and Online Public Relations in Universities

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The communication and media map in the light of digital communication has brought about drastic changes in the priorities of the press organisations and the public. The presence and excellence in this communication umbrella has become a priority for countries, societies, institutions, groups and individuals. The digital characteristic of most human societies, including those of developing countries, has become an investment in the online environment is part of the communication axioms to achieve communication with the public. Media and public relations departments in universities have websites and social pages and electronic accounts, but the problem lies in the extent of investing the Internet environment and the use of its websites to win the support of the target audience on the one hand and achieve its objectives on the other. This study reached a vision to develop the performance of media and public relations departments in universities by investing the Internet environment by opening groups of electronic portals related to the overall activities of universities and the needs of different communities

Key words: *Development, press websites, university media, internet environment.*

Introduction

In the age of the digital communication the receiver has become an active user, and the practitioner must be an effective communicator and recipient, and has a cultural background in the fields of diverse knowledge; therefore, the communicators have been thinking in a different way to enable their communication channels to spread and attract the new user. The new digital communications reality is packed with communication channels that contain data, information, photos, videos and multimedia, so it is witnessing a feverish competition that exceeds the usual perceptions and the user's ability to communicate and share.



If the famous communication institutions face difficulties and suffering in keeping with the changes of the new communication reality and the renewed needs of the user, how is the case to inform universities?

First: Research Methodology

Research problem

The university media in light of the Internet environment, its multiple problems and limited opportunity to influence, due to the fierce competition and the many options available to the user, calls for the search for new ideas to enable them to interest the user, and to take precedence in the areas of communication work.

Therefore, the research problem lies in the following question: How to invest the Internet environment for the development of press sites of the departments of media and public relations in universities to enable them to approach a variety of effects on users in multiple communities?

Research Importance

The importance of the research topic is that it is looking to find new tasks and roles of the Department of Media and Public Relations in universities to enable them to achieve a unique character in their future communication activities. These departments enable them to invest in the digital environment carrying out their communication activities.

Research Objective

It lies in identifying ways to exploit the digital Internet environment to develop press sites for media and public relations departments in universities.

Research Methodology

This research is descriptive research, and was used to observe the tool through the communication activities of the departments, divisions and units of media and public relations universities in the Arab world to identify weaknesses and strengths in their communication activities in order to develop a scientific method that contributes to the development of its performance in the digital space.



Previous studies

This research is one of the leading and specialised research in the subject of media development and public relations in universities through the investment of communication capabilities in the Internet environment.

University Information in Iraq

I am interested in subjecting three variables to research and analysis through the use of questionnaire that was distributed to the workers in the departments and units of university media in three universities, namely, the University of Baghdad, the University of Kufa, and the University of Babylon. Several conclusions were reached, including that the media in the media of Iraqi universities suffers from professional and administrative pressures. The university media department has limited powers, it has no scientific perceptions about the local communities, and its communication messages are close to those of the media institutions.

Media Department of University Information in Iraq

The media in the university departments suffer from the narrowing of freedom of opinion and expression. They control the communication activities of the university media departments.

Second: Problems of Media and Public Relations in Arab Universities

The media is seen in the scientific and professional circles with holiness and idealism, as it seeks truth, aims to make media messages characterised by media ethics, seeks to meet the communication needs of the expected user. In a digital communication environment that is experiencing a unique communication competitiveness, the user suffers from an information glut that exceeds his communication capabilities and needs. Which have not been saturated, Arab and international communication spaces, and to exclusively stimulate diverse ideas, reflections and communication needs far from the interests of participants in digital communication.

The management of media institutions need to be fully aware of the importance of man, machine, time and place in the framework of planning and implementation, where it requires better integration in performance in order to achieve the desired goals. Therefore, thinking about communication activities should be different and unique. This is for several considerations, it comes from non-profit academic institutions that seek honesty and service to communities and the pressure imposed by the community. In spite of these opportunities,

the university media in the universities of the Arab world face several problems that can be identified as follows:

- Media as institutions in the approach of carrying out its communication activities of the requirements, ideas and pressures authoritarian media.
- The dominance of the propaganda news activity of university officials through university media such as publications, newspapers, radio and television channels and websites, so that the university media suffers from the phenomenon of making symbols and marketing their communication activities.
- The public relations department in charge of public relations in universities have been delegated only limited powers that do not enable them to lead communication activities freely and professionally. By the gatekeepers who impose the requirements, interests and objectives of university officials, therefore we note the absence of investigative journalist and investigative journalism, and the dominance of advertising and marketing news activities.
- Journalists do not feel in the university media that they are treated like a journalist. They are closer to an employee of a government institution bound by laws and instructions can not exceed, and can be assigned to work away from communication, such as administrative work.

University Media is Infiltrated by Other Means of Communication

The digital networks of the Internet have formed artificial spaces for intellectual and physical interaction, large networked societies and endless media activity, and a radical transformation in the tools of speech and expression. These societies are closer to the information society than the knowledge society. The contents produced by Internet users are shown in a variety of formats: videos, photo clips, news stories, news alerts, files, images, and movies, comments, movies, blogs, podcast, group-based sites, Wikeez, Reuters and sources. With open contributions such as Wikipedia, YouTube, and chat rooms. Changes and developments in communication have put experts and specialists in the media and communication before the scientific responsibility, which requires the need to review theories of communication and models related to all dimensions of the communication process. This in turn has made the recipient user and communicator and made the media institutions in a constant challenge and feverish competition.

Statistical data indicates that subscribers in the digital communication environment exceed four billion users. Communities in developing countries have become semi-digital; therefore investing the potential of the digital communication environment in the communication

activities of the university media must be a priority in marketing its activities in the local domains and globally.

It is possible to invest websites to inform universities to achieve scientific, cultural and cultural goals through the following:

- Designing an electronic portal for digital roaming virtual exhibitions about universities, colleges and research centers, symbols, places and sites of civilization, historical, cultural, scientific and religious for local communities and institutions.
- Designing an electronic portal for the creators of university professors, as well as political, cultural, religious and sports symbols in the local communities, in which patents and pioneering ideas are presented, and their scientific, cultural and literary achievements.
- Designing an electronic portal that includes the publications of university professors, thinkers and innovators in the local community circles.
- Designing an electronic portal for periodical publications such as scientific, cultural and literary newspapers and magazines for the university, local institutions, and scientific, cultural and literary magazines.
- Designing an electronic portal for the university's activities such as seminars and workshops in which there will be an active presence and participation of local, Arab and international community institutions.
- Designing an electronic portal for creative professors in Arab and international university circles, and giving their scientific, cultural and literary products among the priorities of the university media.
- Allocation of an electronic portal for professors in Arab and international universities, including their curricula vitae and scientific and cultural products, and the possibilities of contacting them electronically.
- The allocation of an electronic portal for the websites of Arab and international universities, and contribute to the establishment of scientific, cultural and journalistic cooperation relations with them.
- Allocation of an electronic portal for refereed scientific journals issued in Arab and international universities, marketing of refereed journals issued in their universities, and giving priority to journals that have an impact factor.
- The allocation of an electronic portal for conferences and workshops in the universities of the Arab world and international universities, and the attempt to bridge the gap and establish scientific and cultural relations jointly, contribute to achieve an effective presence of professors of universities of Arab countries in international forums and scientific, cultural and literary institutions.



Conclusion

The media is instrumental in mobilising public opinion and formation. The media is jumping the sequence of powers that govern the world's systems, sometimes becoming the first, and in times of prosperity, the rest of the authorities are allowed to take their natural place, but it always suggests that they are coming to change and move what is fixed or moving. Now in the light of digital communication, the recipient looks at media institutions as much as their media presence, political weight, technical superiority, and their place in the minds and conscience of the masses. In this digital communication environment, the media are facing increasing challenges in the face of the rapid changes that the world is going through today, which necessitates changes in its paths that cover all the parts of its media work in order to be able to play its communication role.

Therefore, a vision has been put to invest digital space in the Internet environment for the development of media and public relations in universities focused on the opening of electronic portals commensurate with the activities of scientific, cultural and community universities and accommodate the expected communication needs of the masses so as to enable it to perform its unique communication role.



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