

The research Abstract

The role of the Government Communication Center in unifying the media efforts of government agencies in the Kingdom of Saudi Arabia.

In light of what the Kingdom of Saudi Arabia is witnessing from the long-term employment of technical and electronic development and keeping abreast of all variables of media and modern communication in improving the performance of government agencies, and consolidating the unified national image, Which led to establish a government communication center.

The study aimed to highlight the roles played by the government communication center in unifying the media efforts of government agencies, by identifying the most prominent of these media activities and efforts in this field,

Therefore, to achieve the goals of the study, the researcher relied on the descriptive analytical approach. Using a questionnaire to collect data and information related to the study from its community, the employees of the government communication center. Also interviewing, which the researcher conducted with the leaders of the Government Communication Center.

The study reached a set of results, the most prominent of which are:

- The government communication center plays a pivotal role in unifying the media efforts of government agencies. Through the Unified Media Center portal, that includes more than 109 government agencies. Which is done through organizing the media process, providing consultations, and unifying messages between government agencies. It also provides full support to these entities and with high quality.

- These efforts have a great impact in enhancing the image of the Kingdom of Saudi Arabia locally, regionally, and globally.

The most prominent recommendations of the study:

- The government communication center in the Kingdom of Saudi Arabia sets standards and measurement programs for employees in government agencies that enable them to assess their level of job performance.

- The need to design a guide for government agencies and for the employee to spread the culture of unified government work.

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