

Modern communication models used and effective in the process of communicating with the public.. The United Arab Emirates as a model

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Abstract

The United Arab Emirates is a leading global model in the field of modern communication and its tools that are used in the process of communicating with the public to closely identify the needs of the public and know the problems they face in order to solve them. I. The media receive and interpret selectively - because of the different perception that each person thinks - which is due to the different organization that each person has of beliefs, values, and attitudes. And because perception is selective, remembering and responding are selective. Therefore, the effect of the means of The media is not the same People are divided into social groups and communicative behavior is similar within each category. There are 5 goals of people's use of media Media (environment control - cognitive orientation - dissatisfaction - emotional orientation - entertainment The psychological model: - depends on the theory of individual differences - the effective message is the one that is able to transform the psychological structure of the individual in a way that makes the declared response consistent with the subject of the message.- The model is: the persuasive message change or activate the latent psychological processes check the apparent behavior associated with psychological processes

Keywords: public relation, communication model, E-government, Media

1. Introduction

The United Arab Emirates is a leading global model in the field of modern communication and its tools that are used in the process of communicating with the public to closely identify the needs of the public and know the problems they face in order to solve them(Randeree & Ninan, 2011).

1.2 Communication theories and basic models.

Multiple theories in the communication theories course: There are many theories that translate the communication process, but we will be satisfied with the five well-known and famous theories so that the student does not fall into ambiguity)Al-Khouri, 2012.(

Most popular communication theories:

1 -Direct effect theories - Harold Laswell said the magic bullet or hypodermic syringe theory.

It assumes that people are nothing more than a mass community of a group of privileged people (influenced by Freud's thought). The media are powerful sources of influence and people accept and understand them similarly. Each person receives information individually, and responds individually. - It was not a realistic theory because of the oversimplification and the assumption that the media had violent and sudden effects. - Its significance is that it was a beginning(Alhashmi, Salloum, & Mhamdi, 2019; M. A. J. ALZAABI),

2 -Theories of selective influence:

A- Individual Difference Theory: It simply says that different people respond differently to media messages according to their attitudes, psychological structure, and inherited or acquired traits. The media receive and interpret selectively - because of the different perception that each person thinks - which is due to the different organization that each person has of beliefs, values, and attitudes... - And because

perception is selective, remembering and responding are selective. - Therefore, the effect of the means of The media is not the same(Salloum, Mhamdi, Al Kurdi, & Shaalan, 2018)

B- Social Group Theory:

People are divided into social groups and communicative behavior is similar within each category. The individual's position in the social structure influences his reception. The category may be determined based on: age, gender, income, education, and occupation. The response patterns are similar within each category - so the influence of the media is not strong, nor the same, but it varies with the influence of social groups(Alghizzawi et al., 2019) Media audiences are not just loyal individuals, or individuals gathered in social groups, but they are connected to each other in unions, families, clubs... - Studies on the 1940 US presidential election confirmed that political debates had the greatest impact on people's decisions higher than Exposure to radio and press. Those with greater exposure to the media can influence the least exposed. Relationships must be taken into account. - That theory began to stray far from the idea of mass society and the initial theories)Jahan, Mustapha, Ismail, Sapuan, & Bahraminasab, 2011(

3 -Indirect influence theories:

A- Impact theory based on model submission:

It says that the individual's exposure to the patterns of behavior presented by the media provides the individual with a source of social learning, which motivates him to adopt these models in his daily behavior. (The American Dream through Cinema - Advertising Girls) B - Theory of Meaning: The media can provide new meanings for language words, and add new elements to old meanings. Since language is a critical factor in perception, interpretation and decisions, the media indirectly have a crucial role in shaping behavior. (The Revolution - the Setback - the Arab Conquest) C - The Needs and Satisfaction Model: This theory says that an important part of people's use of the media is directed

to achieve goals determined by individuals, and they choose certain media to satisfy their needs, as Mark Levy said. There are 5 goals of people's use of media Media (environment control - cognitive orientation - dissatisfaction - emotional orientation - entertainment)(Alshurideh, Al Kurdi, & Salloum, 2021)

4 -Persuasive Communication Theories

a-The psychological model: - depends on the theory of individual differences - the effective message is the one that is able to transform the psychological structure of the individual in a way that makes the declared response consistent with the subject of the message. - The model is: the persuasive message change or activate the latent psychological processes check the apparent behavior associated with psychological processes - its steps:

- i. the message reaches the person,
- ii. he accepts it to think In it,
- iii. his assessment of the goals he will achieve by implementing the behavior,
- iv. Choosing to perform the behavior

b- Sociocultural model: It depends on the theory of social groups and social relations. It is difficult to explain the behavior of individuals based on psychological variables alone because they always act within a social context. The model is: the persuasive message ----- defines or redefines the cultural process. --- Forming or changing the standards of behavior agreed upon within the group --- A change in the direction of the declared behavior was achieved. It must be taken into account that: There are societies with harsh cultural systems that direct the individual and provide him with a complete structure of truth, and there are other societies, on the contrary, in which individuals have the opportunity to determine their own responses to new ideas).Karam & Kitana, 2020(

5 -Comprehensive explanation of media influence theory

Interdependence between the public, the media and the society Three relationships must be taken into account when talking

about the influence of the media: First: the social system, second: the role of the media in this system, and third: the public's relationship with the media. - The use of media is not based on the influence of the prevailing social system, and our way of dealing with these media is affected by what we learn from society in the past, and what happens at the moment we receive the message. - The mass media in this context have 3 types of effects: 1- Cognitive influences: demystification - setting the agenda - increasing belief systems values and behaviors 2- Emotional effects: sensitivity to violence fears - alienation 3- Behavioral influences: movement and action or loss of desire to move And the act, two of the product of cognitive and emotional influences. Important to accommodate our role. (Advertising is not only intended to present knowledge as much as it is intended to provoke a reaction or behavior(Kassem, Ajmal, Gunasekaran, & Helo, 2019)

Connection. McLuhan shows that the media that society uses or is compelled to use will determine the nature of society and how it addresses its problems, and which medium, or extension of man, creates conditions and influences the way people think and learn according to them.

McLuhan presented four stages that reflect - in his opinion - human history:

- a) The oral stage: i.e. the pre-learning stage, i.e. the tribal stage.
- b) The stage of writing copies: that appeared in ancient Greece and lasted for two thousand years.
- c) The era of printing: from 1500 AD to approximately 1900 AD.
- d) The era of electronic media from approximately 1900 AD to the present.

The nature of the media used in each stage helps to form society more than the content of those media helps to form this formation.

One of the most important things that came in McLuhan's theory about the means of communication, that he divides these means into (cold means) and (hot means), and he means by cold means those that

The development of communication theories and the emergence of communication integration: and finally, the Marshall McLuhan model:

Perhaps Marshall McLuhan's theory, which appeared nearly forty years ago, is still the most prevalent and clear media theories today in linking the message and the media, and emphasizing the importance of the means in determining the quality and impact of communication, as McLuhan sees (that the means is the message) and explains that the content of the means of communication The media cannot be viewed independently of the techniques of the media. The subjects and the audience to which their content is directed affect what those media say, but the nature of the media with which a person communicates constitutes societies most of what constitutes content

require from the future a positive effort in participation, coexistence and integration in them, while hot means are those specific ready-made means. Finally, you do not need the viewer or the listener to make an effort, share or live with them. Writing, telephone and television are cold means, while printing, radio and cinema are hot means. And if one cannot agree with all the ideas that McLuhan has brought up, which he calls tests rather than theories, and if (the means is not the message), then it is clear that it is more dangerous than a mere tool for increasing the number of(M. O. H. K. Alzaabi & Omar, 2021)

The masses are readers, listeners and viewers, and if it is hard to find strong evidence for these ideas to prove or reject, it at least makes us wonder whether the media has the power to change the human being and while McLuhan points out that electronic media has helped shrink the ball The earth and its shrinkage in time and space, until it became described as the "Global Village" and thus increased human awareness of his responsibility to an extreme degree, he also sees, that this new situation led to what can be called (the age of anxiety) because the new instant

electronic revolution forces the individual To commit and participate deeply, and regardless of the point of view it adopts, the particular viewpoint, regardless of its

2. models

Communication: In order for students not to get confused, we prefer the procedural separation between what is “communication theory” and “communicative model.” As for what most researchers know of media theories in relation to power

We remind our students that in the previous lecture we talked about the Shannon model, the Wiener model and the Wolbar Schramm communication model. In addition to what was explained in the previous lecture about communication models, we add the following paragraph

2.1 Explanation of the Pirlo model:

Several scientific attempts have been made to analyze the communication process and describe its dimensions and elements, and what we are interested in emphasizing, within the limits of this study, is that most - if not all - studies that dealt with the subject of mass communication emphasized the importance of the communication medium and its influential and main role in the mass communication process.

In this regard We can refer to David Berlow's model, which sees that there are four elements that make up the communicative process, including: the sender, the message, the medium, and the receiver. One of the important models that contributed to building communication theories is the model presented by Wilbur Schramm in 1974 and developed in 1971 in In this model Schramm introduces the elements basic as follows:

- a) The source or the owner of the idea.
- b) Expressing the idea and putting it in a code and formulating it in symbols to form the message.
- c) The receiver receives and decodes it.

purpose, will not change in the era of electricity and the instant automated electron(Lasrado & Zakaria, 2020).

- d) The response or the target and the echo that may or may not reach the sender or the owner of the idea.

2.2 Explanation of Wilbar Schramm's Model

In this model, Schramm relies on the ideas of researchers Shannon and Weaver, especially with regard to echo return and confusion, and adds through his model the functional system of the communication process. He also presented through this model important concepts such as the semantic framework and shared experience and its importance in the communication process, and to this, we find that English historian and writer H.G. Wells shows ((The development of human history is a single social phenomenon that pushes man to contact his fellow human being, in another place or society, and thus he looks at the story of human historical development as a story of the development of the communication process, and divides it into Five stages: speech, writing, the invention of printing, the global stage, and finally the stage of radio and electronic communication. In this last stage of the development of communication, electronic means became an important role in the life of society, and man was able to transmit his thoughts, feelings and information across limited geographical barriers using radios and then television. and finally, the Internet.

2.3 The Marshall McLuhan model:

Marshall McLuhan's theory, which appeared about forty years ago, is still today the most prevalent and clear media theory in linking the message and the media, and emphasizing the importance of the means in determining the quality and impact of communication, as McLuhan sees (that the means is the message) and explains that the content of the media a thing that cannot be viewed independently of media techniques. The topics and audience to which they direct their content

affect what those media say, but the nature of the media with which people communicate constitutes societies most of what constitutes the content of communication.

McLuhan shows that the media that society uses or is compelled to use will determine the nature of society and how it addresses its problems, and which medium, or extension of man, creates conditions and influences the way people think.

And they know according to it.

McLuhan presented four stages that reflect - in his opinion - human history:

- a) The oral stage: i.e. the pre-learning stage, i.e. the tribal stage.
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The nature of the media used in each stage helps to form society more than the content of those media helps to form this formation. One of the most important things that came in McLuhan's theory about the means of communication, that he divides these means into (cold means) and (hot means), and he means by cold means those that require from the future a positive effort in participation, coexistence and inclusion in them. Finally, you do not need the viewer or the listener to exert any effort, to share or live with. Writing, telephone and television are cold means, while printing, radio and cinema are hot means, and if one cannot agree with all the ideas that McLuhan came up with, he calls them tests rather than theories. And if it is not (the means is the message), it is clearly more dangerous than a mere tool to increase the number of audiences of readers, listeners and viewers, and if it is difficult to find strong evidence for the persistence or rejection of these ideas, it at least makes us wonder whether the media have the ability to change a person.

While McLuhan points out that electronic media has helped shrink the globe in time and space, until it has become described as the "Global Village" and thus human awareness of his responsibility has increased to an extreme degree, he also sees, that this new situation has led to What can be called (the age of anxiety) because the new instant electronic revolution forces the individual to commit and participate deeply, and regardless of the point of view he adopts, the particular viewpoint, whatever its purpose, will not change in the age of electricity and the instant automatic electron Back to top of the page Go to the bottom

The success of government services in the Dubai government

With the aim of improving its performance according to the evaluation criteria of the Hamdan Program for Governmental Services.

- Best in websites and applications: Dubai Electricity and Water Authority, Dubai Police, and Roads and Transport Authority.
- Best in call centers: Dubai Health Authority, Roads and Transport Authority, and Department of Islamic Affairs and Charitable Activities.

DUBAI, May 18 / WAM / The Dubai Model Center, affiliated with the General Secretariat of the Executive Council of the Emirate of Dubai, announced the best websites, smart applications and contact centers, within the framework of the evaluation process for the "Hamdan Program for Government Services", which is based on a set of specific criteria to measure the level of efficiency, effectiveness and sustainability. The customer experience constituted the main criterion for determining the level of excellence of websites, smart applications and call centers, as the evaluation focused primarily on determining the level of satisfaction, happiness and well-being of the customer and society as a top priority for the Dubai government.

The evaluation aims to ensure that all Dubai government websites and smart applications conform to the highest

standards of security, efficiency, ease of use, privacy and the ability to process information, to support the process of transition to a smart government in the Emirate of Dubai, which adopts a unique model in government development to translate the vision of our leadership in customer happiness and enhance community welfare.

The Dubai Roads and Transport Authority (RTA Dubai), the Dubai Electricity and Water Authority (DEWA Smart App) and the Dubai Police App were named the three best applications over the past two years.

At the level of websites, the Dubai Electricity and Water Authority website /www.dewa.gov.ae/, Dubai Police website /www.dubaipolice.gov.ae/ and Roads and Transport Authority website /www.rta have obtained .ae/, was named the three best websites, based on the evaluation process that included more than 100 websites and smart applications belonging to government agencies.

In another context, the list of winners for this year in the category of the best call center included the Dubai Health Authority, the Roads and Transport Authority and the Department of Islamic Affairs and Charitable Activities.

The review and evaluation process used in the call center category was based on four main axes: the customer experience, which includes how the call center employee deals with communications and various situations, including the entities' automated communication channels; the human resources departments, the training programs they offer, and the performance evaluations they conduct; the effectiveness of support processes such as quality assurance, workforce management, etc.; And the technology used by the call center to meet the needs of customers.. Representatives of the call centers also conducted a self-assessment according to the four axes mentioned, while certified auditors carried out an assessment in the workplace based on the results of the self-assessment submitted to them.

His Excellency Abdullah Al Basti, Secretary-General of the Executive Council

of the Emirate of Dubai stressed the importance of evaluating government websites, applications and call centers in the Emirate of Dubai as an advanced step on the path to improving the quality, efficiency and readiness of public services.

To keep pace with the requirements of the future and meet the needs of society, based on innovation, which has become a fundamental pillar for making and foreseeing the future.

He said: These results come to enhance the leadership of government agencies in the Emirate of Dubai with regard to providing government services, embodying the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, and in implementation of the directives of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of the Executive Council, aims to ensure that the government of Dubai enjoys the dynamism that will achieve the happiness of the people and the well-being of society (Salloum, Maqableh, Mhamdi, Al Kurdi, & Shaalan, 2018)

Government agencies have demonstrated excellence in providing guarantee ways to delight customers, by developing innovative service delivery channels, and consolidating Dubai's leading position as a leading model for smart cities in the world.

The objectives of the Dubai Model Center are to raise the level of government services in the emirate to unprecedented levels of leadership and excellence, and in its constant endeavor to support the process of government development, service delivery channels emerge as one of the most important means of providing government services to customers in innovative ways, to ensure the upgrading of government services to new levels Unprecedented, which is the ultimate goal of the Dubai Model Center.

From this standpoint, the efforts of the Dubai Model Center over the past period have focused on upgrading communication channels towards new horizons, foreseeing the future, and promising the readiness of

government agencies to continue their work with the same efficiency under various circumstances and challenges, in accordance with standards and foundations that match the highest standards of quality... and in light of the current conditions. And its repercussions, which resulted in the transformation in the way of doing business, these efforts resulted in the continuity of the work of government agencies in the emirate, according to the highest levels of effectiveness and efficiency, to form a model for excellence, reflecting the vision of the wise leadership, and confirming that the Emirate of Dubai is a pioneer in improving the performance of government work (Aburumman, 2020).

The Dubai Model Center is also keen to conduct periodic evaluations of service delivery and communication channels for government agencies, from call centers, smart applications, in addition to websites, to ensure that they meet the standards that would achieve higher levels of efficiency and facilitate public access to high-quality services. Always to ensure that all Dubai Government websites and smart applications meet the highest standards of security, functionality, ease of use, privacy and the ability to process information.

Eman Al-Suwaidi, Senior Director of the Dubai Model Center, confirmed that the evaluation of websites, smart applications and contact centers of the Dubai government comes in line with national trends towards upgrading the government work system and improving the quality of services, to ensure enhancing Dubai's competitiveness on the global map and achieving maximum levels of customer happiness, and in a manner that translates directives Ongoing leadership.

She said: "Local government agencies have made unremitting efforts to follow the path of leadership and excellence in expanding the range of innovative services that will bring about a radical and positive transformation at all levels, as well as meet the aspirations of community members and enhance our readiness to anticipate and create the future that we aspire to, especially as we enter a new stage." From our development path in preparation for the

next fifty years, and we look forward to witnessing more qualitative achievements in terms of developing and improving service delivery channels, based on innovation, which has become a governmental approach, institutional and community culture, and a mainstay to reach Dubai among the happiest and most developed cities in the world

Dubai government adopts excellent education

Hamdan bin Mohammed: Mohammed bin Rashid's vision for the future is based on distinguished education as a foundation upon which future generations are built

While chairing the Executive Council meeting in the presence of Maktoum bin Mohammed

Hamdan bin Mohammed launches the "Dubai Schools" project as an innovative educational model in partnership between the public and private sectors

His Highness, the Crown Prince of Dubai: Mohammed bin Rashid's vision for the future is based on distinguished education as a foundation upon which future generations are built

Hamdan bin Mohammed: Our ambitions are great... and our mission is greater to build future generations The changes around us require the support of our students with advanced capabilities, knowledge and skills Education has been and will continue to be at the forefront of the sectors to which the Government of Dubai gives all the support and care

- "Dubai Schools" is a unique national educational model at an available cost that enriches the educational system in the Emirate of Dubai Scholarships of up to 100% for Emirati students to empower a new generation in various fields of leadership and creativity The project aims to provide innovative school education at an affordable cost and lay the foundations for an exceptional Emirati educational model with world-class standards. Reception of students at Mirdif and Al Barsha schools will start at the end of August 2021, and registration will open this

March 800 academic seats are available for students with an outstanding American curriculum within the first year. The available academic levels for the next academic year from kindergarten to fourth grade, and the opening of the rest of the classrooms, successively, during the coming years. Focusing on the Arabic language, Islamic education, Emirati culture, and modern science and technology.

His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of the Executive Council, affirmed that building the human being is our starting point for the desired future for the country and the citizen, and that our investment in distinguished education is the bet of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, may God preserve him, to cross into this future according to integrated foundations, the most important of which are scientific excellence, saturation with a love of knowledge, the ability to communicate with others and work within a team, and pride in national identity and a sense of belonging.

His Highness pointed out that Mohammed bin Rashid's philosophy for the future of Dubai is based on ensuring outstanding education as a pillar on which future generations are built, stressing the Dubai government's keenness to provide the ingredients that enable energies and consolidate best practices to ensure a modern educational process with international standards. Humiliation came. His Highness chaired the meeting of the Executive Council today (Monday) at the headquarters of the Police College in Dubai, in the presence of His Highness Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, Deputy Ruler of Dubai, First Deputy Chairman of the Executive Council, where His Highness, the Crown Prince of Dubai, launched the "Dubai Schools" project, which aims to present a model A unique and innovative teacher at an appropriate cost, laying the foundations for an exceptional Emirati

educational model that provides education of world-class standards, enhances values, raises skills, and accommodates and develops the potential of all students, while consolidating belonging to the Emirati, Arab and Islamic identity, as well as building promising generations that can advance the requirements of the future and what will arise in it. of jobs.

His Highness, the Crown Prince of Dubai, said: "The vision of His Highness Sheikh Mohammed bin Rashid is based on a set of clear principles, the most important of which is that distinguished education is the way to sustain our development path. Our aspirations for the future require high-level outputs of the educational process, based on developing students' capabilities and developing their skills in a way that matches ambitions."

His Highness added: "Today we launched "Dubai Schools" as a new school model that enriches the educational system in the Emirate of Dubai, provides a pioneering national education with a global curriculum, and contributes to developing, upgrading and refining the educational and life skills of students, with a focus on Emirati values and the Arabic language, to enable a new generation to Citizens of the country in various fields of leadership, creativity and innovation, to be able and qualified to contribute positively to the industry of the future."

His Highness said: "The rapid changes that the world is witnessing around us require supporting our students with new capabilities, diverse knowledge and skills that guarantee them success in a world completely different from what we live in today... Dubai Schools embodies our vision for future generations and constitutes a new step in our plans to ensure the continuity of development process and maintaining its continuity.

His Highness, the Crown Prince of Dubai, said: "Education has been and will continue to be at the forefront of the sectors that the Dubai government gives all support and care. We realize the value of science and its impact on advancing our lives and advancing our future. Our ambitions are

great. Our mission is greater, and we are working today to establish this generation for a better future by creating The educational environment that helps them achieve these ambitions.

His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum witnessed the signing of the partnership agreement between the Government of Dubai and "Taaleem", marking the start of operating "Dubai Schools" within the framework of close cooperation between the public and private sectors to manage these schools, and provide them with the best educational competencies and expertise. Formation of the steering committee supervising "Dubai Schools" headed by the General Secretariat of the Executive Council and membership of the Department of Finance, the Knowledge Fund Foundation and the Knowledge and Human Development Authority

The agreement was signed by His Excellency Abdullah Mohammed Al Basti, Secretary-General of the Executive Council and Chairman of the Steering Committee for the Dubai Schools Project, and Mr. Khalid Ahmed Al Tayer, Chairman of Taaleem, which provides for the launch of the first phase of "Dubai Schools" by starting the operation of two schools in the areas of "Mirdif" and "Al Barsha" from the beginning of the next school year 2021-2022.

Taaleem will manage and operate the two schools, which are scheduled to open on August 29, 2021, from kindergarten to fourth grade in the first year, with the rest of the classrooms opening successively in the coming years. The two schools in Mirdif and Al Barsha will provide 800 academic seats in the first years of operation, and will implement the American curriculum with high academic quality.

Scholarships for Emirati students: Dubai Schools focuses on providing a successful example of academic quality and education designed according to the best international standards with a focus on the Arabic language, Emirati identity and culture, Islamic education and modern science and

technology, and making it available to all students at an affordable cost to parents. Dubai Schools also gives priority to Emirati students from The Emirate of Dubai, in order to achieve the ultimate goal of obtaining a distinguished education, provides scholarships of up to 100% of the total fees in accordance with the specified conditions and eligibility criteria.

"Dubai Schools" aims to add a new and innovative school model to the education sector in Dubai to be a beacon of academic excellence in partnership between the public and private sectors in managing these schools in the best possible manner while providing them with distinguished educational competencies and experiences, applying successful practices from the private sector, and providing an example for schools High quality to suit the preferences and needs of students and parents.

directory Committee: The Steering Committee is responsible for approving the vision, objectives and strategic plan for Dubai schools, submitting them to the Executive Council for approval, approving the partnership pattern for establishing and operating schools with the private sector, approving mechanisms and procedures for their operation, including frameworks for performance follow-up and monitoring of the selected operator, and follow-up of program outputs to ensure the improvement of education quality For Emirati students, and ensuring the availability of financial and human resources, data and information necessary for implementation in accordance with the priorities approved under the program's comprehensive plan, including approving the necessary arrangements for the first academic year.

Private school education is considered a vital sector in the Emirate of Dubai due to the number of students affiliated with it, which requires ensuring the quality of services provided at reasonable fees, which is in line with the long-term vision of the "Dubai Schools" project, which serves the main objectives of the Government of Dubai and is included in the federal and local government agendas. Which is that

100% of Emirati students receive a good education or above.

3. Conclusions: -

The study concluded that social media such as Facebook, Twitter, YouTube, and Instagram are very popular in the UAE, and are widely used both by individuals and by government agencies. His Highness Sheikh Mohammed bin Rashid Al Maktoum is keen to communicate with society through modern means of communication. The total of His Highness's followers totaled more than 22 million followers on various social media channels, as of December 2020. The UAE highlights the role and importance of new media in the modern communication process by allocating annual forums, which are platforms for exchanging experiences and transferring the social media experience, which includes amateurs and professionals as the top pioneers of social networking.

In their interaction with the public, government agencies in the UAE are committed to the guidelines for e-participation and social networking practices. At the end of our research on modern means of communication, we found that modern means of communication in the United Arab Emirates are one of the most important things that help people to get close to others easily, and they can also access a lot of information through these means, and these means have penetrated into the modern era. Through social networking sites that brought the world closer and made it like a small village.

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