



International Journal Of Scientific And University Research Publication

ISSN No

Listed & Index with
ISSN Directory, Paris



Multi-Subject Journal



دور التكنولوجيا الحديثة في تطوير التخطيط الاستراتيجي داخل المؤسسات الإعلامية

Director publisher

ملخص

الكلمات الرئيسية:

مقدمة

???????

??????.2

????????? ,3

????? ????? 4.

??????? ????? .1

???????????? ???? ? ? ???? ?????"

???????????? ???? ???? ???? ???? ???? ???? ?

???? ???? ???? ???? ???? ???? ???? ?

???? ???? ???? ???? ???? ???? ???? ?

???? ???? ???? ???? ???? ???? ???? ?

???????????? ???? ???? ???? ???? ???? ???? ?

???? ???? ???? ???? ???? ???? ???? ?

???????????? ???? ???? ???? ???? ???? ???? ?

???? ???? ???? ???? ???? ???? ???? ?

???????????? ???? ???? ???? ???? ???? ?

???????????? ???? ???? ???? ???? ???? ?

???? ???? ???? ???? ???? ???? ???? ?

?? ???? ???? ???? ???? ???? ???? ?

???? ???? ???? ???? ???? ???? ???? ?

???? ???? ???? ???? ???? ???? ???? ?

???? ???? ???? ???? ???? ???? ?

??? ???? ?

3. ???? ???? (2010) - "???? ???? ???? ?

???? ???? ???? ???? ???? ?

???? ???? ???? ???? ?

???? ???? ???? :???? ?

??? ???? ???? ???? ???? ???? ?

???????????? ???? ???? ?

???????????? ???? ???? ???? ?

???? ???? ???? ???? ???? ?

? ???? ???? ?

???????????? ???? 409 ???? ?

? ? ???? ?

?? ???? (97.7%) ???? ?

???????????? LBCI

???? ? ???? (54.5%) ???? ?

???? ???? :???? ?

???????????? ???? ???? ?

???? ???? ?

???? ???? ?

???? : ???? ?

???? ?

???? ???? (2021) - "???? ?

???? ?

???? ?

???? 1 ???? ???? ???? (????) 20221

? ? ? ? ?

???????????? ?

???? ?

???? ?

???? ? ?

???? LBCI ?

???? ?

???? ?

???? ? "???? 24". ?

???? ?

???? ?

???? ?

???? ?

???? ?

???? ?

???? ?

???? ?

???? ?

???? ?

???? ???? ???? ???? (2020) - "???? ?

???? ?

???? ?

???? ?

???? ?

???? ?

???? ?

???? : ?

???? ?

???? ? ???? (2022) - "???? ?

???? ?

???? ?

???? ?

???? ?

???? ?

???? ?

???? ?

???? ?

???? ?

???? (NICTs) ?

???? ?

???? ?

???? ?

???? ?

???? ?

???? ?

???? ?

???? ???? (2017) - "???? ?

???? ?

???? ?

???? ?

???? ?

???? ?

???? ???? (2021) - "???? ?

???? ?

INTERNATIONAL JOURNAL OF SCIENTIFIC AND UNIVERSITY RESEARCH PUBLICATION Page 4/8

INTERNATIONAL JOURNAL OF SCIENTIFIC AND UNIVERSITY RESEARCH PUBLICATION Page 5/8

```

?????? 10 4.05 0.84?????
?????:
???? ????
????????
????????
????????
????????
????????

```

?????
 ?????? ??
 ??????????

?????? ??????;	10	4.14	0.80	??????
-------------------	----	------	------	--------

????? ????
 ??????
 -T?????
 ???? ????
 ??????
 ??????
 ?????

[illegible]

??? ????? ??????? ??????? ????????? ??????????
 ????? ????? ????????? ??????? ??2 ??????????????
 ?? ????????? ?? ?????? ?????? ?????????????? ???????
 ????? ?????? ??????? ?????? ?????????? ?????????????? ??
 .LBC ??????? ?????????????? ???????????

??? ?????? ??? ??? ??????? ??????? ??? ???????
 ??????? ??????????? ??????? ??????? ?????? Test-T
 Sample-On? ????? ?? ??? ??????? ??? ?????????? ??
 ??? ???? ??????? ??? ??????? ??????? ??? ??????
 ??? ???? ?????????? ?????????? ?????? ?????? ????
 ??????? ??? ??????:

) ????? Test-T Sample-One?????? ??? (4): ?????? (

???? ????? ??????? ??? ??????? ??????? ???????

???????? ???????

??????	????? ?????	?????? ??????	t	????? ???????
?????? ?????:	4.05	0.84	6.86	0.000
????? ???? ???????? ? ?????? ?????? ?????? ?????? ?????? ?????? ???????? ?? ??????????				

Test-T Sample-One
4.05
p = 0.000000 t = 6.862 0.84



IJSURP Publishing Academy

International Journal Of Scientific And University Research Publication
Multi-Subject Journal

Editor.

International Journal Of Scientific And University Research Publication



+965 99549511



+90 5374545296



+961 03236496



+44 (0)203 197 6676

www.ijsurp.com