

The Effectiveness of ICTs as a Public Relations Tool in Institutions of Higher Learning: A Case of University of Fort Hare University Alice, South Africa

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KEYWORDS Public. Communication. Public Relations. Information and Communication Technologies (ICTs)

ABSTRACT The effectiveness of Information and Communication Technologies (ICTs) as a Public Relations Tool in an organization is of vital importance. This study focused on the Effectiveness of ICTs as Public Relations Tools with particular emphasis on University of Fort Hare University Alice, South Africa. The main objectives of this paper were to determine if ICTs are effective tools of communication by DMC, to determine whether the ICTs used by DMC allow UFH publics to respond through the same communication channels, and to ascertain if ICTs enhance the communication process between UFH public relations and institution's publics. The study discovered that DMC at UFH generally uses ICTs effectively for different purposes and the effectiveness of ICTs therefore, is determined by how DMC uses them. The authors therefore recommended that DMC through the University must adopt a policy that utilizes ICTs effectively since UFH is one of the well-established and recognized international institutions of higher learning globally.