

**UNIVERSITI TEKNOLOGI MARA**

**POLITICAL COMMUNICATION IN  
POST REVOLUTION LIBYA: AN IN-  
DEPTH STUDY OF GOVERNMENT  
PUBLIC RELATIONS PRACTICES**

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## ABSTRACT

The general aim of this study is to explore the importance of political communication and governmental public relations in Libya after the Arab spring 2011 or post Muammar Gaddafi. On the way to gain significant data on the essential concentration of this study, these following research questions were addressed : (1) What are the basic roles and functions of public relations played by the government after the Libyan 17th February revolution, so-called Arab Spring?, (2) What are the factors that led to the government's lack of awareness of public relations and political communication?, 3) How does the political environment affect public relations practitioners' job delivery?, (4) What are the attitude and perception of elites toward governmental public relations and political communications?. This study was directed by two theories; (i) Grunig's Theory, (ii) Excellence Theory. Furthermore, in this qualitative study phenomenology approach was chosen, through in-depth personal interviews with 15 of key Libyan elites. Data analysis was conducted concurrently with data collection and the NVivo 11.0 software was used in the process of coding. Thematic analysis was used to analyse the data. The data collected from the interviews suggest that there is a common belief between the informants that governmental public relations was not effectively implemented and practiced in Libya. Subsequently, themes such as: the government negligence of public relations, government control, one-way communication, misconception of public relations, and political conflict emerged from the data collected from the interviews. On the other hand, some informants recognized that there is a degree of positive development based on the freedom of expression allowed, and the public relations activities carried out by the government after the revolution. Thus, the findings reveal that, despite the challenges facing the Libyan government public relations and political communication, there is minor developing in terms of public relations practices in the country after the revolution 2011. However, according to the political, social and economic context of transitions in Libya at the moment, Libya, at this time, lacks the fundamentals for creating a public relations code.

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