is imperative for Yemen to foster comprehensive economic development and secure a more promising future for its populace.

To mitigate the adverse impacts of AI design advancements on Yemen's labor stagnation, a multifaceted approach is necessary. This entails investing in education and skill development programs that align with emerging AI-driven industries, promoting entrepreneurship and innovation, fostering public-private partnerships to facilitate technology transfer, and formulating policies that incentivize job creation and workforce adaptation. Additionally, it is crucial to establish social safety nets and support mechanisms to aid workers affected by job displacement and facilitate their transition into new employment or entrepreneurial opportunities.

Conclusion

The rapid design advancement of artificial intelligence poses significant challenges to Yemen's labor stagnation, exacerbating existing economic and social issues. Recognizing the disruptive effects of AI on traditional job markets is crucial for developing proactive strategies that address labor stagnation and foster inclusive growth. By investing in education, promoting innovation, and formulating effective policies, Yemen can harness the potential of AI while ensuring the well-being and livelihoods of its workforce in the face of technological advancements.

IMPROVING COMMUNICATION WITH PUBLIC YEMENI ADMINISTRATIVE ORGANIZATIONS THROUGH MEDIA AS A COMMUNICATION MEDIUM

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Abstract: Effective communication between public administrative organizations and the citizens they serve is crucial for transparency, accountability, and efficient governance. In Yemen, where administrative processes and public services are essential for the well-being of the population, there is a need to enhance communication channels between the government and the public. This report explores the potential of using media as a communication medium to improve interaction and information dissemination between Yemeni administrative organizations and the public. It highlights the benefits of leveraging various media platforms, discusses the challenges, and provides recommendations for successful implementation.

Key words: Communication, Public administrative organizations, Yemen, Media, Information dissemination.

Introduction

In Yemen, public administrative organizations play a vital role in delivering essential services, implementing policies, and ensuring effective governance. However, communication between these organizations and the public has often been limited, leading to misunderstandings, mistrust, and inefficiencies. To address this issue, leveraging the power of media as a communication medium offers significant potential. This report explores how media platforms can be utilized to improve communication and information dissemination between Yemeni administrative organizations and the public.

Results and discussion

Enhancing media relations in Yemeni public administrative organizations as a communication tool. The following are some advantages of communication and media use: [1-2]:

– Increased Transparency: Media platforms, such as television, radio, and online channels, provide a means to share information transparently and proactively. Regular updates, announcements, and explanations of administrative processes can foster transparency, enabling citizens to be better informed about government activities and decisions.

– Wide Reach and Accessibility: Media platforms have extensive reach and can disseminate information to a large audience across Yemen. Through television,

radio, and online channels, organizations can reach citizens in various regions, including remote areas, ensuring broad accessibility to important information and services.

– Engaging and Interactive Communication: Media platforms allow for interactive communication, enabling citizens to engage with administrative organizations through call-in programs, social media platforms, and online forums. This fosters a two-way dialogue, giving citizens an opportunity to voice concerns, provide feedback, and seek clarification, leading to improved understanding and effective problem-solving.

– Timely and Real-time Information Dissemination: Media channels facilitate the rapid dissemination of important information in real-time. Administrative organizations can use media platforms to share updates on government policies, service delivery, emergencies, and public health initiatives promptly, ensuring citizens are well informed and able to take necessary actions.

Enhancing communication through media relations in Yemeni public administration organizations. Among the difficulties could be [2]:

– Infrastructure and Access: Yemen's infrastructure challenges, including limited electricity supply and internet connectivity, can hinder widespread access to media platforms. Efforts must be made to improve infrastructure and ensure equitable access across regions.

– Media Literacy and Language: To effectively utilize media platforms, citizens need to have adequate media literacy skills and access to information in their preferred languages. Organizations should consider utilizing multiple languages and employing clear and accessible communication strategies.

– Security and Reliability: Ensuring the security and reliability of media channels is crucial. Organizations must take measures to protect against misinformation, hacking, and other cybersecurity threats that could undermine the effectiveness and credibility of communication efforts.

– Cultural Sensitivity: Yemen has diverse cultural and social contexts that must be considered when utilizing media platforms. Sensitivity to cultural norms and traditions is essential to ensure effective communication and avoid unintended misunderstandings.

Recommendations for Successful Implementation:

– Multi-channel Approach: Adopt a multi-channel approach that utilizes a combination of television, radio, online platforms, and social media to reach a broader audience and cater to different preferences and access levels.

– Capacity Building: Provide training and resources to administrative organizations to enhance their media communication skills, including media relations, content creation, and crisis communication management.

– Collaborative Partnerships: Foster partnerships with media organizations, journalists, and community influencers to amplify communication efforts and ensure accurate and responsible reporting.

– Monitoring and Evaluation: Implement mechanisms to monitor the effectiveness of media communication strategies, gather feedback, and evaluate the impact on public perception, engagement, and awareness.

Conclusion

Improving communication between Yemeni administrative organizations and the public through media platforms presents an opportunity to enhance transparency, accessibility, and citizen engagement. By leveraging the wide reach and interactive nature of media channels, administrative organizations can foster a culture of open dialogue, informed decision-making, and efficient service delivery. However, challenges related to infrastructure, media literacy, security, and cultural sensitivity must be addressed for successful implementation. By adopting a multi-channel approach,

investing in capacity building, fostering partnerships, and conducting regular monitoring and evaluation, Yemeni administrative organizations can strengthen their communication efforts and build trust with the public.

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ACTUAL EXPERIENCE WITH DIGITAL CULTURE BY POSTGRADUATE STUDENTS AT THE REPUBLIC OF YEMEN'S IBB UNIVERSITY

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Abstract: In today's rapidly evolving digital era, the integration of technology in higher education has become increasingly vital. Digital culture, encompassing the use of digital tools, platforms, and resources, has the potential to transform the learning experience and enhance educational outcomes. This article presents an exploration of the actual experiences with digital culture among postgraduate students at the Republic of Yemen's Ibb University. By examining the challenges, benefits, and opportunities associated with the adoption of digital culture, we aim to gain insights into its impact on the learning process and shed light on the potential for further integration of technology in higher education in Yemen.

Key words: Yemen, Ibb University, Digital culture.

Introduction

Digital culture has become an integral part of modern education, revolutionizing the way students learn and engage with academic content. In the context of higher education, digital culture encompasses the use of digital technologies, tools, and resources that influence various aspects of the learning experience. This article examines the actual experiences of postgraduate students at the Republic of Yemen's Ibb University with digital culture. By exploring the challenges, benefits, and opportunities associated with the integration of technology, we aim to gain insights into how digital culture is shaping the educational landscape and its impact on postgraduate education in Yemen. The adoption of digital culture in higher education has opened up new horizons for learning, transcending the limitations of traditional classrooms. At Ibb University, digital culture encompasses online learning platforms, collaborative tools, and communication channels that enable postgraduate students to access a wealth of educational resources and engage in interactive and engaging learning experiences. Through digital platforms, students can go beyond textbooks and lectures, accessing e-books, academic journals, and online databases that enhance their knowledge base and research capabilities. However, the adoption of digital culture in a higher education setting in Yemen is not without its challenges. Limited access to reliable internet connectivity, inadequate infrastructure, and a scarcity of digital devices pose significant obstacles to fully embracing the potential of digital culture. Moreover, the lack of digital literacy skills among both students and instructors hinders the effective utilization of digital tools and resources. Addressing these challenges is crucial to ensure equitable access to digital education opportunities for all postgraduate students. Despite the challenges, the integration of digital culture at Ibb University offers numerous benefits and opportunities for postgraduate students. Online forums and discussion platforms facilitate collaboration and knowledge sharing among peers, creating a sense of community within the academic environment. Digital assessment tools and e-learning platforms provide flexibility and convenience, allowing students to engage with course materials at their own