

## **The Role of Media in Preaching the E-Government Projects in Sudan**

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### **Abstract**

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*Governments all over the world are secure rapidly increasing number of on- line services to business and citizens, which the media play a mediator role to simplify the concepts of E-government for citizens and service providers.*

*This paper reviews the tasks that the media played in the definition of E-government projects in Sudan, and it was found that the Media Department at the National Information Center has employed all available media, such as the traditional press, radio, television and new media such as by using techniques provided by the Internet, also this study measures effectiveness of government's communication outreach efforts and investigates possibilities of using social media to enhance citizen's trust.*

*Results indicate that effective targeting of government's communication outreach efforts have positive impacted trust level in government and the Internet.*

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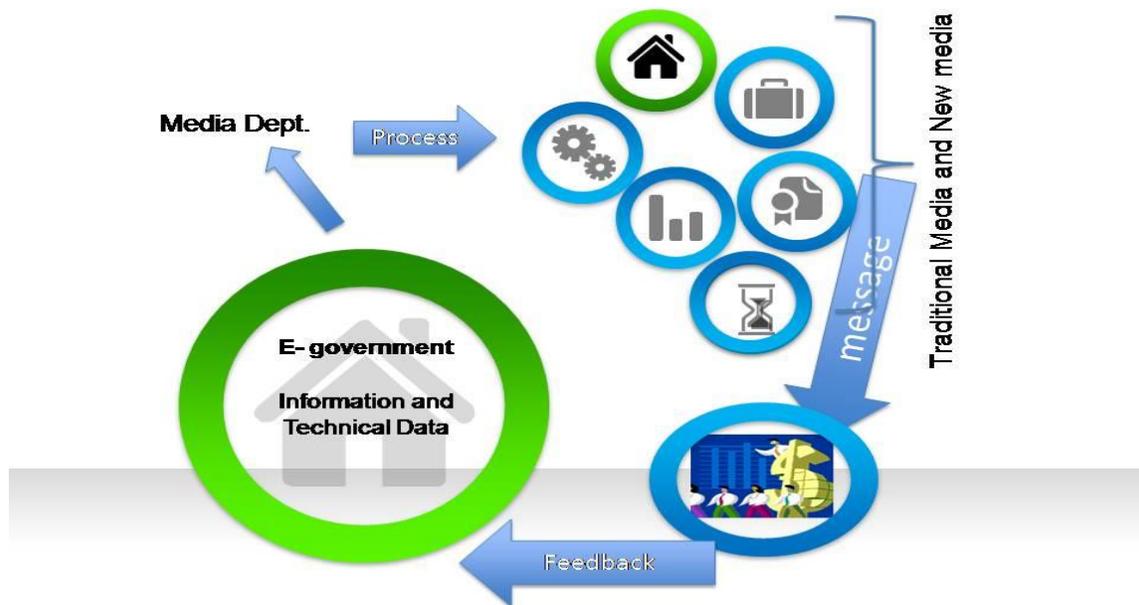
**Key Words:** Media role in E-government; Sudan Case Study

### **Introduction**

Model of E-government is ideal for the easy process of administrative performance, and to facilitate ways to deal with the relations between the government and the society with its institutions and its personnel and groups of different and diverse institutes, which leads to find the systems more effective to deal with key issues in various areas of society - political, economic, social, security, cultural and media and others.

The E-government in Sudan, received with great interest and support from the political leadership at the highest levels, to the desirability of the importance of applying the use of technology in government performance, which crystallized in the establishment and plan document directed to implement E-government projects early in the year 2008, has been an effort that a legislative issued two laws, one for electronic transactions to find the legal recognition of electronic document, and the other for computer crimes law.

Recognition of the function of media in promoting the ideas of an integrated plan was developed to raise awareness of E-government media projects dealing with the social implications of the Enlightenment E-government applications in addition to the economic aspects of the creation of the community to move out to accept the transformation that spawned E-government applications.



(1) Role of media process in e-government

### Research Methodology

An appropriate research methodology is adopted to examine a particular area under study. The study has proposed several criteria for selecting a suitable research strategy; these factors should be considered in context with the research scenario.

The study aimed to explore the role of media in promoting the E- Government and evaluating the results (McKnight et al., 2002).

The research methodology employed therefore, was the interpretive in-depth case study, which was consistent with this aim. Qualitative research methods, were employed to undertake the research, these include informal, in-depth semi-structured interviews and participant observations. Grounded Theory was used as the method for data collection and analysis of data from the interviews (Yahiya Babaar1994).

### Aims

This paper aims to touch the following issues:

1. Identify the reality of the media plan to raise awareness of E-government projects in the Republic of the Sudan.
2. Indicate the role of government websites to support E-government projects.
3. Media review requirements of government institutions in achieving institutional development.

### Media plan to raise awareness of E-government projects

The concept of E-government includes the state institutions in different levels and the private sector and based this concept on the axes are interdependent and disparate and overlapping such as the relationship between government institutions among themselves and between government institutions and the private sector, and the relationship between government institutions and the private sector each end with the citizen - the focus of E-government services -, which include media plan to raise awareness of E-government projects and supervised by the National Information Center, and studies indicate that the most prominent roles and functions of the media in E- Government can be summarized as follows:

1. Work as a source of information on central government, in addition to its role as a channel of communication between the government and the public, working to transfer the facts and opinions and interpretations relevant to the work of government, to keep the public informed of ongoing policies, plans and programs.

2. Work as a professional, provides expertise and advice to the media and public relations in government institutions.
3. The interpretation of laws, and explain the hotfix imposed by the need for development, and consistent and the evolution of society, as well as providing information about activities and services provided by the government in order to gain the active participation of citizens and NGOs, in addition to use them, and dispel the doubts that had distracted citizens from dealing with the complex roles and by the new government.
4. Develop a sense of the national public, and the creation of citizens to accept some kinds of sacrifice, if necessary, and provide a balance of support for a government to resort to it when necessary.
5. Contribute to build a positive image of the nation, and explain the concepts and foundations of the state, national and foreign, to benefit them politically, economically and culturally.
6. Preparation of studies and public opinion polls, and monitor what is published or broadcast through the means of communication of national and foreign agencies, and follow what is going on in the centers of international decision-making, and evaluation, and provide insights around the government and its institutions
7. Facilitate the task of journalists and the media and means of communication of national and foreign channels; provide appropriate conditions for its operation.

In the media plan to promote the E-government projects through these concepts, with a focus on the means available and with a high prevalence has been on two axes:

First axis: the goal to send reassuring messages to staff and administrators based on the government services to accept the transformation that spawned E-government applications in the re-engineering measures (Reengineering), and in this axis was the following:

- Implementation of a comprehensive media campaign through forums, such as specialized scientific and engineering workshop proceedings, electronic authentication, e-health ... etc.
- The implementation of several targeted platforms inform staff in coordination with the Societies and included journalists, judicial organs, the Ministry of Interior, Ministry of Foreign Affairs and doctors and accountants.
- Employment of television programs and radio specialized in the domain and hosting specialists to discuss and brainstorm associated with the implementation of projects and through all televisions channels of Sudan and the local radio stations.
- The use of televisions features programs purse.
- Production and distribution of booklets and pamphlets such as the E-government projects profile and the Book of the National Information Center Law for the year 2010.
- Organization of seminars which were attended by those interested in the information technology field.
- Move to the various Sudanese States to promote the concept of E-government projects.
- Use of communication tools such as interactive video-conference service in cooperation with the Sudanese News Agency (SUNA) Sudanese Media Center (S.M.C).

**Axis II:** targeted media plan through which the definition of the citizens of the challenges and transformations that this will have applications, E-government projects and prepare them to interact with services and stimulate training and having the knowledge to make it into the new system, the media has provided a lot of programs in this axis, which can be summarized in the following programs:

- Property of the radio access to remote areas has been allocated a weekly radio program in cooperation with the Sudanese National Radio under the name (Knowledge Portal) and the end of the year 2010 produced about 124 episodes loop.
- Organization of Monthly Cultural and Intellectual Forum, coordination with civil society organizations and the leaders of the change from youth organizations, student and Forum addressed a number of issues leading up to the transition to electronic services.
- The allocation of supplements Press in collaboration with a number of daily newspapers with a high readability in addition to call some opinion leaders and columnists.

- Issuing a press release specialist and the other from time to time as Saudantech employed in which all forms of the press editing.
- Encourage the target groups of talented researchers and competitions across the innovation and creativity in software and electronic solutions, such as national competitions for information technology and youth competitions programmed.
- The organization of interactive festive seasons, such as the Day of World Telecommunication and Information Society and national days of technological literacy.
- Production of video clips.
- Production and distribution of periodical magazine under the name of (The Sudan Digital Magazine) is distributed for free care enlightenment and awareness of citizens and interested parties alike.
- Production of documentary films about the shift of electronic services.

#### **Readiness of the government websites to support E-government projects:**

"The main objective of E-government sites is to provide government services in a quick and easy manner. It is therefore to be in charge of the E-government project to make sure they take into account when designing the nature of the beneficiaries of those sites and the different educational levels, with the restriction by global standards in the field of design (Duck, 1997; Kramer & Tyler, 1995).

Reflected the goals of the plan information associated with E-government projects on the reality of government sites on the Internet and show their readiness to play its part in achieving the desired awareness and the extent of readiness - the content and form - to provide information and update the content and the level of that appear in the table below:

**Table (1) shows the preparation of the Sudanese government sites on the Internet 2003-2008**

2000	2004	2005	2006	2007	2008
9	16	32	29	32	27

#### **Challenges facing the government sites on the Internet:**

- The scarcity of content and lack of information given by owners of the information.
- Technical challenges in Information Retrieval archive.
- Lack of reliability of the information not to pursue the institutional powers of has the right to make them.
- The scarcity of competent personnel in the documentation, archiving and electronic publishing.
- The presence of links is disabled.
- Lack of interactive tools such as e-forums and comment areas.

Assessment undertaken by Brown University criteria showed that the reality of government websites (Suha, 2009), which includes:

Presidential sites \_ Presidency of the Council of Ministers.

- Legislative offices (parliaments, civil society groups).
- Judicial offices (National Courts).
- The important ministries (Health, Human Services, work, the internal Affairs.).
- It does not include the evaluation units of the Interior

**Table (2) showing the evaluation of Brown University to Sudanese sites**

Property	Overall degree
Online Services	0
Publications	100
Databases	50
Privacy policy	0
Security policy	0
W3C disability accessibility	50
For language	100
Ads.	0
User fee	0
Comments	0
Updates	0
Personalization	0

### **Challenges that hinder the performance of government media units:**

Despite the efforts of organizers of the media units of government institutions in spreading the concepts of E-government projects, but what was without ambition, for the following obstacles:

- Lack of budgets allocated to media units.
- Look at departments and institutions for narrow media as a catalyst and not a key partner.
- Failure of means used by the media units in the implementation of government programs.
- Lack of specialized and scientific knowledge and the scarcity of systematic training.
- The presence of conflict is sometimes visible on the subordination of responsibility between the management of electronic content and media units and technical units.
- Lack of staff, to manage Web sites for government institutions often run by one person does all the administrative and editorial and technical supports.

### **Recommendations**

According to many observers the practice of the media specialist goes between the identification of the issue to start right and come later stage of collecting and processing data and information according to the forms of editorial tradition, and so can and Media Unit at the National Information Center - the Responsible for the media plan for E-government - that you turn in the Enlightenment E-government projects should concern the following:

- Increase the budgets of the media to the extent that it can meet the minimum goals of the plan to ensure the media of E-government projects.
- The provision of adequate and qualified staff to work in units of the media in government institutions.
- Achieve recognition of the importance of the administrative units of government media in attaining institutional development and the boot of the transition to electronic services.
- Promoting scientific and academic research to address such issues, media development in general.

### **Conclusion**

The media should play a spearhead role in achieving the institutional development of E-government projects in Sudan and maintain the negative effects faced by such radical transformations in the concepts and visions.

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