

THE PERCIEVED MENTAL IMAGE OF THE GOVERNMENT EMPLOYEE FROM THE VIEWPOINT OF PALESTINIAN PEOPLE IN TULKARM

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***ABSTRACT_** This study aimed to identify the level of mental image of government employee from the viewpoint of Palestinian people. The sample of the study included at (860) individual who were chosen by the available way from Tulkarm. To achieve the aim of the study an instrument was used to measure the types of mental image for the government employee in three domains: Personality, strength and effectiveness and active and interactivity. Results showed that the level of mental image of government employees was intermediate level on the three domains and the total as perceived from the Palestinian people. Also, results showed that there were statistically significant differences in the level of the study subject perception of the government employee mental image due to age variable of the personality domain in favor of the youngest subjects. While there were no statistically significant differences in this level of the other domains and the total. Also, results showed that there were statistically significant differences in this level due to residence variable of the personality and strength and interactivity domains in favor of city population and that there were no statistically significant differences due to this variable on the activity and interactivity domain and the total. On other hand, results showed that there were no statistically significant differences in the mental image level of government employee due to gender and scientific qualification.*

***KEYWORDS:** Mental image, Government employees, Palestinian people*