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**Journal of Public Relations Research Middle East
(JPRR.ME)**

Scientific Refereed Journal

- Fifteenth issue - Fifth Year - April/ June 2017 -

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ISSN for the printed copy

(ISSN 2314-8721)

ISSN of the electronic version

(ISSN 2314-8723X)

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The Journal is indexed within the following international digital databases:



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Abstract

The public relations activities play an important role in facilitating the communication process and to achieve mutual understanding and build bridges of trust and cooperation between the institution and the public, and public relations activities of communication helps the senior management of institutions to find out what is going on around them through permanent and continuous contact with the public.

As well as highlight the importance of the study activities as a result of the evolution of the role of the state and the breadth of its functions even included aspects of economic, social, health, educational and other life, the operational problems that are facing it have increased, and the number of government ministries and agencies, and doubled the number of employees, prompting the need for attention to the good relations with the public and the establishment of specialized units in public relations.

The preparation and training the employees on activities and communication skills contribute to reaching the best level in the promotion of job performance, and diagnose the level and nature of the relationship between the advisory, communicative, marketing , and servicing tasks and the required performance to work in public relations within the structural government institutions in the quality of their performance and the quality of the performance of government institutions, that gives performance boost.

And to shed light on the activity of public relations at the government institution is a positive sign to look at the strengths and weaknesses and the strengthening of communication activities.

