

# Journal



# of PR research

## Middle East

Journal of Public Relations Research Middle East

Scientific refereed Journal - Supervision by Egyptian Public Relations Association - Seventh year - Twenty Fourth Issue - July / September 2019

Arab Impact Factor 2018 = 1.48

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(ISSN 2314-8721)

Egyptian National Scientific & Technical Information Network  
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ISSN for the printed copy

(ISSN 2314-8721)

ISSN of the electronic version

(ISSN 2314-873X)

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Deposit number : 24380 /2019

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### **Abstract**

**T**his paper aims to describe and study public relations and crises management in the organizations, and to know the role of public relations in crises management, based on scientific literature concerned in this regard. It is a descriptive study, and it uses the (documentary) survey method. Thus, the paper concluded that:

- Public relations have an essential role in life of the organizations, especially when they faced crises.
- Crises are a common phenomenon, and it can also affect successful organizations.
- Traditional and new media are very important and necessary in crises management.