

Journal



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Government policies, press and public relations in our contemporary world

Prof. Dr. Mohamed Abdel -Sattar Al-Bukhari ^()*

Abstract

Recently, the researchers' attention in the fields of mass communication and public relations focused on the way in which the public relations, means of mass communication and media take into consideration the principles of modern democracy and how to form the public contemporary opinion especially after it had been observed that there is a great desisting of the youth in communities for government policies and their Permanent criticism for what the means of mass communication and media provide daily . all that happen via the electronic notes that were provided by the World Wide Web " internet".

Gradually, it has been clear that the policies of democratic states began to lose the support and confirmation of the societies . that was reflected through the increasing growth of the roles of mass communication and media in modern societies, the growth of their influence on the policies of political, economic and social systems through the processes of political communication and the activities of the public relations that are taking place in these communities . ongoing studies showed the interactions that are happening within these communities.

Even today, various predictions about the evolution of the societies were introduced, but the fact showed that the main force capable of creating public opinion is only a small group of opinion leaders who have extensive relations at various levels in the fields of the social life.

Regretfully, these relationships are not consistent with democratic principles because they are imposed by a third party but they increase driving away of the amount of information circulated within the same society . they are a part of the

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theories of communication sciences that were termed to be called (Knowledge-gap-Theory).

It allows us to conclude that when the political systems lose the social support and confirmation, they will have to use political communication and public relations more effectively. the political communication is considered effective through the public relations in the case of using fixed situations that are derived from culture. they began to be used by the systems of the modern means of communication and mass media. they can be described as the tip of the entertainment industry because they have individual, negative capabilities with the short time required for analyzing political information on the long-term.

For using these two principles, new issues are usually produced facing the political systems because short-term stages give direct results immediately but the long – term stages as these political systems reduces social support and confirmation to a large extent. it is considered alternative to democracy and Telecratia in modern political communication and public relations.