

Journal



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Ahmed Badr

Address

Egyptian Public Relations Association

Arab Republic of Egypt
Giza - Dokki

Ben Elsarayat - 2 Ahmed Zayat Street

Mobile: +201141514157

Tel : +2237620818

www.epra.org.eg

jprrr@epra.org.eg

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 Arab Republic of Egypt, Gizza, El-Dokki, Bein El-Saray, 2 Ahmed El-zayat Street.
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Egyptian Public Relations Association, Gizza, Egypt
Dokki, Ben Elsarayat -2 Ahmed Elzayat St.

Email: chairman@epra.org.eg - jpr@epra.org.eg

Web: www.epra.org.eg

Phone: (+2) 0114 -15 -14 -157 - (+2) 0114 -15 -14 -151 - (+2) 02-376-20 -818

The Fact of Public Relations Activity in Iraqi Governmental Institutions - Field Study

Hafid Yassen Hamid Al-Hitty

dr.hafid.yassen@gmail.com

Assistant Professor of Mass Communication at Art College
Anbar University - Iraq

Abstract

The role of workers in public relations is the role of ambassador to the higher authorities, and the missions of the ambassador summed up in clarifying the perspective of the Public and support it. The problem has been identified with a basic question about the reality of public relations work in the Iraqi state institutions? What are the formulas and methods to deal with this reality?

The objective of the research is to study the activity of Public Relations in Iraq and discover its features, characteristics, and its field practices & methods. The research community defined by those workers in these departments, while the research time represents the year of 2015, the research is a descriptive study based on survey method, and used Questionnaire to collect information from the research sample who are working in the Public Relations departments in both ministries of Interior and municipalities, the most prominent results showed a concentration of Public Relations activity on the press and negligence of other means of communication, and other results showed attention to communication activity and negligence to the other Pillars clearly such as research, planning and follow-up.

