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English Researches:

- **Associate Professor Dr. Ibrahim Mostafa Saleh** - Nile University - Egypt
Analytical Study about the Repercussions of the Communication Crises Management in the Middle East: Navigation in Uncharted Water 7

Abstracts of Arabic Researches:

- **Prof. Dr. Abdin A. Sharif** - Zaytuna University- Libya
The Trends of the Libyan Academic and Media Elites toward the Eyewitness as a Reporter: A Field Study 31
- **Prof. Dr. Souraya El Badaoui** – Cairo University
Development of Concept of the User in the Digital Public Sphere 32
- **Dr. Intisar Obaidi** - Fujairah College in UAE
Public relation strategies in management of tourism crisis 33
- **Dr. Labiba Abdel Naby Ibrahim** - Helwan University
Egyptian public opinion attitudes towards EU Situation regarding Syrian refugees crisis: An applied study on Facebook 34
- **Dr. Suhad Adil Jasim** - Mustansiriya University
Public Relations strategy in Iraqi universities: An evaluation study of Public Relations Departments in both Universities (Baghdad and Technology) As a Model 35
- **Dr. Mohammed Fouad Zied** – Menofia university
The Public exposure to satirical political implications provided by the media and its relationship to their political discontent 36
- **Khalid Faisal Al-Firm** - Imam Mohammad bin Saud Islamic University
The use of Social Media in Health Awareness about Coronavirus Disease: An Applied Study on the Medical Cities and the Government Hospitals in Riyadh, Saudi Arabia 37

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Journal of Public Relations Research Middle East

It is a scientific journal that publishes specialized research papers in Public Relations, Mass Media and Communication after peer refereeing these papers by a number of specialized Professors.

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Public Relations strategy in Iraqi universities: An evaluation study of Public Relations Departments in both Universities (Baghdad and Technology) As a Model

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Abstract

Public relations strategy in Iraqi universities; an evaluative study of sections of relations at the Universities (Baghdad and Technology (extract strategic summed alone (positioning) in public institutions relations starting from the goals, means of achieving them, the vision, and mission through strategic and procedural policies. they constitute a strategically important position in the institutions.

Searches results conducted recently, shown a number of private institutions of the Iraqi telecoms and implementation of some of the strategies that have been developed by senior management towards the citizens as an external audience and its employees as an internal audience. This application of strategies started from the marketing process of these institutions and the activation of social responsibility activity towards Iraqi Society.

While the use of the work strategies of the public relations and methods of their application strategies and putting them on the status quo was not implemented in public institutions; as many institutions, government departments and universities, lacks media attention domain and weak activation of public relations or media work is done centrally and not in every government department.

The success of the enterprise depends not on what they achieved if they cannot highlight this achievement to the targeted groups of audience and its clientele by offering services and development programs.

Due to the fact that Media & Communication has been developed and progressed, it raises the need to support capabilities and potentialities of Public relation in Iraqi Universities to enhance the image of such Universities. This study generally aims at focusing on the latest roles of Public relations such as Innovative, creative role of Media and marketing as well as propagating the University Activities in a manner that forms the University Identity itself, in addition to monitoring the latest creative and innovative means.

