

Journal



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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.

The journal is affiliated to the Egyptian Public Relations Association, the first Egyptian specialized scientific association in public relations.

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Effectiveness of the Publications of Public Relations An Applied Study on the Public

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Abstract

The present study is aiming to recognizing the effectiveness of the publications of public relation in the governmental and nongovernmental Establishments. The Study considered one of the Descriptive studies types. The study in that research use the survey Method for a sample of workers of about 230 individual of different categories (senior management class, middle management class, the minimum management class) that working in the governmental and nongovernmental establishments in Egypt. A private sample was chosen on purpose in the time period from 1/2007 till 1/2008 and the study has used the survey papers As a tool for collecting the data.

The most important results that study reached to are as follows:

The results showed that public relations publications contribute to increasing the public knowledge of the organization and contributed to highlighting the role of the organization affected by the educational level and also influenced by the employee's career, but not affected by the age of the employee and also not affected by the type of employee, male or female. Public relations publications can not be dispensed with as well as contribute to resolving rumors about the organization.

Keywords: Effectiveness - Publications Public Relations.- Internal audience - and external audience

