

Department of Information and Communication Sciences.

Level : Third year LMD.

Teacher : Miss YAHI.

Lesson Three : Public Relations ((العلاقات العامة))

1- Definition : it is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.

2- The role of Public Relations :

- a- shape the image of the organization by building the brand
- b- spreading the organization's message, and minimize the effect of negative publicity.
- c- maintain a positive reputation of the brand and maintain a strategic relationship with the public, customers, partners, investors, employees, and other stakeholders that leads to a positive image of the organization that seems honest, successful, important, and relevant.

3- Functions of public relations :

- a- Anticipating, analysing, and interpreting the public opinion and attitudes of the public towards the brand and drafting strategies which use free or earned media to influence them.
- b- Writing and distributing press releases, writing speeches.
- c- Handling the social media presence of the brand and responding to public reviews on social media websites.
- d- Dealing with government and legislative agencies on behalf of the organizations.
- e- Handling investors relations.

4- Means of Public Relations:

- Mass media:

- **Newspapers:** it is worth noting that the reader is always looking for news, if the public relations official has news of interest to the public, its preferred place is the daily newspaper .
- **Magazines:** The magazines allow the use of colors, which helps to create a psychological atmosphere, and create the mind of the reader, which creates the appropriate effect and addresses the topic In detail.
- **Radio:** Public relations - to the public via radio - take various forms such as: acting, reportage, advertising, song and other forms, and use music to prepare the listener to receive the message Accept the idea and be convinced of it.

- **Television:** television is one of the most important means of publishing, as it can enter all homes, address all groups, and programs and competitions must be used to provide many advertising messages.

- **Cinema:** the form of complete cinematographic films that increase the ability to persuade and influence, and its use depends on the capabilities available to manage public relations, in addition to the communication goals and characteristics of the target audience, the nature of the topic and the idea.