

**Public relations between social and institutional
organization: Features and advantages**

العلاقات العامة بين التنظيم الاجتماعي والمؤسسي: ملامح ومميزات

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Abstract:

This article deals with a very important topic in organizations, whether it is social organization such as society and the family as small institutions or more complex organization and management like institutions of all kinds: productivity or services, The article will address the axes of public relations from definitions of its first history, as well as its relationship to the media and crises and its mission in organizations Where the treatment will be only theoretical and descriptive.

The theoretical approach is very useful in such topics to bring ideas and developments closer to the topic of public relations in the organizations

Key Words: Public relations, society, institution, organization, Features and advantages

يتناول هذا المقال موضوعًا مهمًا جدًا في التنظيمات، سواء كانت تنظيمًا اجتماعيًا مثل المجتمع والأسرة كمؤسسات صغيرة أو تنظيم وإدارة أكثر تعقيدًا مثل المؤسسات بأنواعها: الإنتاجية أو الخدمات، سوف تتناول المقالة محاور مهمًا جدًا في العلاقات العامة من تعاريف تاريخها الأول، وكذلك علاقتها بالإعلام والأزمات ومهمتها في المنظمات حيث سيكون العلاج نظريًا ووصفيًا فقط.

يعد المقاربة الوصفية النظري مفيدًا جدًا في مثل هذه الموضوعات لتقريب الأفكار والتطورات من موضوع العلاقات العامة في التنظيمات.

الكلمات المفتاحية: المرأة؛ التنمية؛ دور المرأة؛ سياسات التنمية

Introduction:

The profession of public relations owes its existence to three men who played key roles in developing the techniques known and used to this day. These are Ivy Lee, Edward L. Bernays, and Carl Byoir. The term Public Relations was coined by Edward Bernays, And don't forget the well-known businessman Rockefeller, through the strikes that caused a loss in its factories... Public relations has a very important role in organizations through crisis management, Public relation is crisis-trust, unfortunately the public feel overloaded upon. They need more relevant information and new technologies empower them without depending on media traditional sources of cooperate information. Getting coverage is not enough when there is suspicion that your audience don't listen to the message pushed out.

Problematic:

Public relations serves a wide variety of institutions in society such as Family and society, businesses, trade unions, government agencies,

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voluntary associations, foundations, hospitals, schools, colleges and religious institutions. To achieve their goals, these institutions must develop effective relationships with many different audiences or publics such as employees, members, customers, local communities, shareholders and other institutions, and with society at large. The managements of institutions need to understand the attitudes and values of their publics in order to achieve institutional goals. The goals themselves are shaped by the external environment. The public relations practitioner acts as a counselor to management and as a mediator, helping to translate private aims into reasonable, publicly acceptable policy and action.

Questions of the study:

- What is the reality of public relations in the organizations?
- What is the real role of public relations in the institution?
- What is the relationship of public relations to the media?
- What is the relationship of public relations to crisis communication? How do you manage it?

Method of the study:

We adopted the descriptive approach in this research and that after much research on the knowledge and scientific notions which have been written on the topic especially those concerned with the position and the value of the PR and her roles in the administrations and enterprise and the policies of developing PR, then analyzing those notions and knowledge to establish a perfect notion on the subject of study and its scientific necessities judging from the study questions.

Significance of the study

The study has a scientific significance symbolizing the importance of its subject which deals with the development of public relations that are considered important in institutions, and an important part of human resources in the institutional reality governed by a culture that impedes the role of public relations in the institution in general.

The Aims of study

- Realizing the reality of public relations and its position in the organization.
- Presentation of the role of public relations in the fields of established branches.
- Discussing the importance of public relations as an important resource in the organization.
- Determine the most important public relations policies in the organizations.

Concepts:

- public relations:

PR is a set of activities aimed at increasing a vendor's positive exposure with its markets.

- organization:

an organization, establishment, foundation, society, or the like, devoted to the promotion of a particular cause or program, especially one of a public, educational, or charitable character

- social organization:

In sociology, a social organization is a pattern of relationships between and among individuals and social groups.

Characteristics of social organization can include qualities such as sexual composition, spatiotemporal cohesion, leadership, structure, division of labor, communication systems.

1.Public Relations: General Introduction

Public relations is commonly considered to be a ‘young profession’—a type of communications byproduct of twentieth-century capitalism. However, the techniques of organised and persuasive communication are in fact as old as human societies. As Stephen Stockwell argues, the songs of the shaman were used to unify tribal communities throughout history. Likewise, the ballads of ancient bards preserved the myths and legends that ‘bound together nascent nations’(Bauman, Z, 1997, p133).

Yet, perhaps the best historical example of professional communicators is found in ancient Greece, where the Sophists developed and taught the ‘art of rhetoric’. According to the great philosopher Aristotle, rhetoric was an important dimension of public life and Athenian democracy as it allowed assemblies of citizens to debate and then decide what was in their best interests. These rhetorical exchanges were the essence of their early form of deliberative democracy and are a communicative tradition that continues today in parliaments around the world.

Historically, public relations research has been driven by organisational interests, treating the profession as an organisational function first and foremost. The view is exemplified in the work of James Grunig and his colleagues in the United States of America; Grunig was one of the first

scholars to formally theorise public relations and consolidate his thoughts in textbook form). The book is still referenced by students and lecturers today, such is its impact on the field. In it, the authors set out the parameters for public relations in organisations and proposed four basic models of public relations: press agency; propaganda; two-way asymmetric; and two-way symmetric communication. Based on their own research, the authors suggested that these models were the four main ways in which companies practiced communication with their publics (Bauman, Z, 1997, p134).

1.1. PR tool and job

Building on this work, Many experts developed the Excellence model of public relations on the basis of an international study of PR practice. The results were first published in 1992 and have provided the backbone for most scholarship investigating public relations practice as a tool for sustaining and supporting the organisations where it is employed. Research in this area examines, among other things, what kinds of tasks constitute public relations, how practitioners should work within organisations in order to exercise the greatest influence, the nature of the relationships managed by PR practitioners (and the ways in which organisations can deal with problematic audiences to manage issues and avoid crises (. Studies tend to be executed using methods that test the principles of the ‘Excellence’ framework proposed by Grunig and provide a broad understanding of trends in practice (Ryan, C, 1991, p152).

1.2. Public Relations in Society: Ideas and Values

Our twenty-first century society is saturated by media images and information. Media conglomerates, public service broadcasters, social media, advertisers and others all compete for our attention and limited

cognitive capacity. This cornucopia of information and images is empowering, entertaining and informative, and it is the lifeblood of our glittering consumer societies. This system of communication also connects us in ways that were impossible for previous societies. In 1869, the British philosopher John Stuart Mill wrote that a free society is one in which all individuals can speak and exchange ideas in, what would later be called, a 'marketplace of ideas' Today's marketplace of ideas is a crowded place. In order to be heard amidst the cacophony of voices, public relations specialists use strategic communication to champion and promote the messages and images of their employers (Danam, d, 2006, p335).

Public relations is a profession dedicated to the effective use of communication. And yet this definition is far too simple as public relations is so much more than communicating on behalf of corporations, institutions and other organisations. According public relations is about 'the management of communication between an organisation and its publics'. Cutlip et al. expands on this definition: 'public relations is the management function that establishes and maintains mutually beneficial relationships between an organisation and the publics on whom its success or failure depends'. Similarly, some one describes the profession as the 'management function' that maintains 'mutual lines of communication' between an organisation and its publics, and which uses 'research and ethical communication as its principal tools'. As these definitions highlight, public relations is a diverse profession that seeks to ensure that organisations manage their relationships with a variety of stakeholders and broader publics (Danam, d, 2006, p336).

2. Academic concepts of public relations:

2.1. Public relations is a management function that establishes and maintains two-way, mutual relationships and communications between an organization and its publics and stakeholders (i.e. those who have a stake, such as employees, shareholders, etc.) that often determine their success or failure.

2.2. Public relations is the art and science of sharing genuine, credible, relevant news and information to grow, maintain and protect brand acceptance, awareness, reputation and sales, when appropriate.

3.2. Among the many competing definitions of public relations, J. Grunig and Hunt's is the most widely cited definition of public relations: Public relations is "the management of communication between an organization and its publics

3.The social and cultural role of public relations

public relations moves from being understood as a functional process enacted in the organisational context to being a contingent, socio-cultural activity that forms part of the communicative process by which society constructs its symbolic and material 'reality' § Drawing on the definition of culture from the cultural anthropologist and ethnographer, Clifford Geertz § culture is viewed here as an 'historically transmitted pattern of meanings' (symbolic and linguistic) by which we (as human beings) communicate, develop and transform our knowledge about and attitudes towards life. We understand public relations to be fundamentally about producing, sustaining and regulating such meanings. Consequently, each case of public relations will be unique, formed through the beliefs, values and attitudes that shape the context in which it unfolds, and structured by different configurations of social, economic and political factors (Reingld, D, 1996, p96).

Traditionally, socio-cultural work in any field can draw on a vast range of disciplines: sociology, cultural studies, post-colonial scholarship, post-structural work, political economy, ecological studies, feminism, queer studies and more. In public relations, scholars have begun to look at the position of the profession in society: Kevin Moloney has written extensively about the uncomfortable relationship between public relations and civil society, while Maureen Taylor has considered public relations expertise in relationship building and its influence in establishing democracy. Others have argued for the importance of public relations as a discipline that fundamentally changes the way in which society functions and have explored its potential to take more of an active role in bringing about change (Reingold, D, 1996, p99).

3.1. The determinants of public relations in the social environment

- **Communication;** Not only sending a message to a receiver but also understanding the messages of others through listening and dialogue.
- **Enterprise;** Any group organized with a common purpose; in most cases, it is a business, a corporation, a governmental agency, or a nonprofit group.
- **Management;** The body of knowledge on how best to coordinate the activities of an enterprise to achieve effectiveness.

3.2. Public Relations and Variables (Media and Crisis)

Media relations: Media relations is the aspect of public relations which involves dealing directly with media workers, such as journalists, editors, and producers. Media relations practitioners seek to use their conducts within the media industry to disseminate client messages within news items (<http://www.prii.ie>).

Crisis communication: Crisis communication is used by an organisation following a major crisis that threatens their image and financial performance. Crises can be internal or external in origin. For instance, an internal crisis might arise as the result of a major industrial relations dispute or product failure, while an external crisis might result from a natural disaster or macro-economic forces (<http://www.theage.com>).

In contrast to Lee, Edward Bernays is a more controversial figure in the history of public relations. Bernays was the nephew of the famous psychologist Sigmund Freud, and introduced ideas from psychology and sociology into the practice of public relations. He began his career as a press agent in 1913, but coined the term ‘public relations counsel’ to describe his activities in 1921. Bernays also wrote many influential books on public relations and public opinion and taught the first university course specifically entitled ‘public relations’ at New York University in 1923. Like Lee, Bernays viewed the role of the public relations practitioner as an advocate in the arena of public opinion, much as a lawyer is an advocate in the courtroom. Unlike Lee, Bernays viewed public relations as a form of strategic communication that practitioners should use to ‘engineer consent’ by creating messages that will resonate with the public. Indeed, for Bernays persuasion was seen as an integral function of public relations and should be based on the scientific understanding of the audience and the formation of public opinion: ‘Persuasion ... is an inseparable part of a democratic way of life’ (Brown, R, 2009, pp131-132).

4. Public relations and cultural perspective of the social environment;

The management school approaches outlined here offer a range of ways to encounter public relations afresh. However, adopting any one of them does not disturb the hegemony within public relations scholarship that treats tactical practices as marginal to our accounts of public relations work and workers. Both the manager-technician debate and glass ceiling studies have focused on the creation of structural and normative understandings of public relations, at the expense of practices. As we turn to re-encounter storytelling from the perspective of cultural labour, those practices assume a more central position within a socio-cultural analysis. As a result we can acknowledge the important position that tactical activities occupy, but also concentrate more on details that have not been previously regarded with particular interest. For example, a sociological engagement with storytelling might draw attention to the importance of invention and creative response, but also the habituated techniques of personhood that it requires (Edwards lee, caroline,2016, p55).

Cultural critique of public relations falls within a narrow field of enquiry that deals with the cultural industries (Nixon, 2003; Mort, 1996) and which focuses on a group of occupations that Pierre Bourdieu termed ‘new cultural intermediaries’. His use of the term has been both celebrated and criticised and it has been extended to occupations including disc jockeys, academics, and youth workers (Nixon, 2002).One, rather broad, definition is that these industries are concerned with ‘amusement, self-affirmation, social display and so on’ (<http://www.abc.net.au/rn>).

5. What is the first role of public relations in the organization?

5.1. Communication;

The public relations manager crafts communications policies and oversees the development of all statements and news releases for the company. Sociology, psychology and good journalism are requisite talents for the manager and staff. Communications must be clear, concise and relevant to the audience.

5.2. The opinions of specialists in the field

The public relations manager directs all outreach efforts. He is responsible for media placements and coordinating organizational functions and the efforts of executives. It is his responsibility to determine the executive appropriate for each situation and ensure that person has approved information and statements in hand.

5.3. Crisis and problem management

Problem solving and crisis management: it is the best role for public relations to play, in order to give the organization the most motivation for development and prosperity, especially in a competitive environment.

5.4. A good image for organizing.

The public relations manager is the ultimate spin doctor. It is her job to put the best face on news and information that could embarrass or malign the company's reputation. Often, she will be called upon to polish mundane information into platinum data that gives the company more credit than would ordinarily be due for routine accomplishments.

5.5. Safety valve

The public relations manager is the chief advocate for the company. He must focus all energy on building an organization that will be deemed a

good corporate citizen. He is the mouthpiece for management -- and in political circles known as the press secretary.

6. The eleven rules of public relations in the organizational structure of society

6.1. Professional staff

May exist in other organisations, or can be recruited from schools, colleges and universities, or from overseas. They are not likely to seek employment with an organisation, or answer its vacancy ads, unless they understand what the organisation does, and regards it as a potentially good employer. For example, school-leavers may think working in a bank is dull, so banks may make videos for schools, showing how attractive it is to work in a bank (Gramsci J, 2008, p232).

6.2. Organizers

Can be of many kinds. They may be concentrated in one building or scattered like airline personnel, chain-store sales assistants or field sales people and those in the services. They may represent many different salary, wage, social and ethnic groups (Fiske, J,2006,p102).

6.3. the society

Will depend on the type of organisation. Even when different organisations share the same location each will have its own communication needs and problems, e.g. safety, noise, dirt, pollution, strikes, smells, car-parking, inconvenience and so on. A good neighbor policy is wise: PR begins on the doorstep(Fiske, J,2006,p105).

6.4. Trade Unions

They exert a powerful influence on commercial, industrial and political life. They no longer have the cloth cap image they may once have had. Today, trade unions employ specialists in every field, just as businesses do: lawyers, accountants, analysts, representatives and lobbyists. No company management can afford to ignore this.

6.5. Purveyors

Can be of two kinds, those who supply services such as water and energy, and those who supply raw materials, components, packaging and professional services (Fiske, J,2006,p106).

6.6. Institutional regulations

These are the pension fund managers, banks, insurance companies and unit trust managers. Willingness to buy shares, or invest in new issues, will depend on what is known about the company's background, performance and prospects. A fall in share price could invite a takeover bid.

6.7. Media and communication

This needs completely different treatment from that given to the other publics outlined above. One reason is the fact that the media are your organisation's direct route to your publics. Another is simply that publishers, producers, editors and journalists have total control over what your publics see and hear in their media. A third reason is that every editor, correspondent, journalist and producer is constantly seeking one thing in their professional lives: a good story, relevant to their readers, listeners or viewers. Give them that, and you will always be flavor of the month with the media. It is a mark of your success in PR investment when editors contact you and ask if you have a story for them! (daryan, J. 1995, p155).

6.8. Financial sources

Begin with the local bank and, if it is public company – its shares being sold on the Stock Exchange – investors will consist not only of personal buyers of securities but also of investment analysts (who advice on share buying) and big share buyers.

6.9. dispensers

Those who handle the goods in bulk between producers and consumer vary in kind and number according to the organisation (<http://secondlife.com>).

6.10. Customers

The latter can include trade and industrial buyers such as ‘secondary suppliers’, as when the product is used in the assembly or production of another. PR applied to marketing is often directed at this public only, indicating that marketing deals only with a limited range of PR potentialities.

6.11. Opinion leaders

Comprise of all people whose expressed opinions can harm or help an organisation. According to the organisation, opinion leaders can be numerous or ever-changing, ranging from parents to politicians, priests to protestors. They are part of articulate democracy, but can also exist in other forms governments. Consumers, environmentalists, newspaper columnists, television presenters, social reformers and others also figure among the galaxy of opinion leaders with whom an organisation may have to contend. This can be a formidable public, often prejudiced and ill-informed, and probably requiring face-to-face communication (<http://secondlife.com/corporate/tos>).

- Conclusion

From the above we conclude that we seek in public relations in the social organization to enrich the career content in management and promote practical practice in the institution, and transfer of correct practices and successful experiences and benefit from experiences, to contribute to the finalization of cadres with practical and scientific experience in the field of practice to serve the correct image of the institution .

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