



**Communicative skills for the responsible of the public relations.
Theoretical approach**

Karima Benane *¹ , Semhane Benlalam²

¹ University of Algiers 3, (Algeria) , benane.karima@univ-alger3.dz

² University of Algiers 3, (Algeria) , benlalam.semhane@univ-alger3.dz

Received: 03/05/2022

Accepted: 30/09/2022

Published: 31/12/2022

DOI:10.53284/2120-009-004-006

Abstract:

This study aims at identifying the communicative skills that should be found in the communication that is responsible for public relations in order to be able to do his duties in the right way, either a director or an employee, he is, so, the one responsible for the public relations should have personal characteristics and several skills such as: administrative skills, work skills, technical skills, intellectual skills, learning and training skills as well as communicative skills that are considered the head of these skills mainly: reading skills, writing skills, listening and oral skills as well as digital communication skills that becomes today a necessity imposing itself as a result for the technological development and that was beneficial for the public relations.

The person responsible for the public relations uses the communicative skills in his contacts and communications with people, either internal communications or external ones and this is shown in the meetings and the communication with the media, organizations of visits, organizations of fairs and Congress.

These skills can not separately be used because they are interrelated.

Keywords: Communication; public relations; the one responsible for the public relations; communication skills; skills.

* Corresponding author



1. INTRODUCTION

In recent years, public relations have been the subject of academic, media and institutional debate, and it has become an integral part of any institution, whatever its type and size.

Public relations is a continuous and planned communicative and administrative function that aims to achieve and strengthen communication, whether with the internal or external public.

At the internal level, public relations work on creating an internal environment suitable for work, as well as developing the workers' sense of belonging to it and gaining their support. On the external level, public relations seek to gain the confidence of the public and consolidate the relationship with it.

Achieving these goals can only be achieved if the human element is effective and efficient. That is why we find that modern theories in management thought, in particular, the Japanese administration pays great attention to the human element through the distinctive method of management based on its involvement in decision-making by providing information and participation. It is used by all members of the organization. As well as supporting and encouraging the team's work style.

The issue of selecting the human element according to certain requirements and conditions is very important, especially in the field of public relations, due to its importance on the one hand and the nature of the activities and tasks it undertakes on the other hand.

Those who work in public relations must be characterized by a set of personal qualities and skills that allow them to perform their tasks to the fullest, such as intellectual, functional, administrative and cognitive skills, as well as communication skills, which are the basic skill that generates the rest of the skills.

Public relations workers use communication skills in all the activities they practice such as organizing exhibitions and conferences, dealing with the media, receptions and dealing with VIPs...etc. They need them in their daily work within the framework of their public relations practice, and these skills vary and vary according to the different communication methods employed.

From this point of view, this study deals with the problem of the person in charge of public relations and his communication skills that enable him to perform the tasks entrusted to him. Accordingly, the problem of the study revolves around a fundamental question that the study is trying to answer, which is:

What are the communication skills that a public relations officer should have?

A number of questions arise from this problem, which this study seeks to answer, as follows:

- 1- What is the concept of public relations?
- 2- What is meant by skills in public relations?
- 3- What types of skills should a PR person possess?
- 4- What are the communication skills of the public relations person?



2. Public relations and the tasks of those working in it

2.1 Definition of Public Relations and Its Characteristics:

2.1.1 Definition of Public Relations:

There were many definitions of public relations, and academics and practitioners differed in them, as each one focused on one angle without the other. There are those who defined it in the light of administrative thought, or from the point of view of marketing or from the point of view of information and communication sciences.

The Oxford Dictionary has defined it as the art based on scientific foundations to discuss the most appropriate and effective ways of mutual interaction between the organization and its internal and external audience to achieve its goals, taking into account the values, social standards, laws and public morals in society (Al-Adawi, 2011, p. 18).

As for the American public relations magazine, *Public Relations's News*, it considers public relations an administrative function that evaluates the public's attitudes, achieves consistency of the policies and actions of the individual or the organization with the public interest, and sets and implements work programs to win the public's trust and acceptance by the institution (Al-Adawy F., 2011, p. 20).

It is also defined by the British Institute of Public Relations as the intended, planned and continuous efforts to establish and maintain mutual understanding between any organization and its publics (Abdul Majid, 2000, p. 16).

On the other hand, Bulgarit presented another definition of public relations, where he considered it "not a defensive means to make the institution appear contrary to its true image, but rather the continuous efforts on the part of the management to gain the public's trust through respected actions (Abdul-Majid, 2000, p. 17).

Through all the definitions that we presented above, it is clear to us that there are those who consider it an administrative function, and there are those who consider it an art based on scientific foundations, and another group sees it as planned efforts, but the agreed thing is that public relations seeks to gain the confidence of its masses, whether it is internal or external. It works to achieve compatibility between the interest of the institution and the interest of its audience in order to maintain understanding and trust, taking into account the values, social standards, public morals of society, as well as laws.

Also, public relations must be honest in everything it conveys, as it is not considered a defensive means, but rather an organized activity carried out by the administration in order to gain the confidence of the public.

This is what makes us say that public relations seek to serve the interest of the institution and the interest of the public as well, whether internal or external, and public relations work to influence others so that they follow the same path that these institutions follow, and this is according to D. Bloomfield (Al-Adawi F., 2011, page 25).

Always in the same context, after analyzing a large number of definitions, Dr. Rew Harlow reached a definition that he considered to be one of the most important and most recent definitions, as he considered it a distinct administrative function that helps to find and



build support and maintain effective communication, mutual understanding, conciliation and joint cooperation between the facility and its internal and external audiences and works to address To the problems facing the administration and finding solutions to them and supplying it with a continuous stream of information and data, making it responsive to public opinion, and defining and confirming the administration's responsibility towards the interests of the masses, and helping it to keep pace with change efficiently. Public relations is also used as a forecasting system that helps early identify and anticipate trends.

To this end, research, methods, methods and means of communication are used on an ethical basis to achieve these basic tasks (Tabat, 2019, p. 24).

It seems that this definition presented by Rex Harlow is comprehensive and in that it dealt with various aspects, even the importance of public relations, in managing or predicting the crisis, and that it was exposed to the functions of public relations such as research, and also highlighted the need to use the means of communication and its arts, but on ethical grounds.

Therefore, public relations can be expressed in the form of the following equation:
A positive view of the administration towards the public relations function + efficient management performance + effective communication = good and successful public relations (Tabat Y., 2019, p. 25).

What is meant here by a positive view of the administration towards the function of public relations is the importance that the administration attaches to public relations and the extent to which it provides the appropriate conditions and means that allow it to perform its tasks, as there are some institutions that consider public relations a secondary function that does not give it full consideration.

2.1.2 Its characteristics:

Despite the different and multiple definitions of public relations, there is a set of common characteristics, which are as follows: (Al-Adawi., 2011, p. 21)

- ✓ Public relations is a basic administrative function of the administration, which is continuous and planned efforts, and it is of fundamental importance imposed by recent developments.
- ✓ Public relations is an advisory-executive function, because it provides the senior management with advice on how to deal with the masses and is executive because it implements public relations plans, programs and campaigns.
- ✓ Public relations is a communicative function with a mutual impact, as it reflects on the one hand the public's view of the senior management and on the other hand, it reflects the management's view of all target audiences, using all means, forms, channels and communication methods available to the organization.
- ✓ Public relations in the exercise of its activities depend on the scientific method based on continuous studies and research, and sound scientific planning, as it is not a random activity but rather an organized one.



- ✓ The field of public relations work and its main objective is public opinion, as public relations seeks to influence its trends and gain its sympathy and support in order to achieve the public interest of the institution and the target audiences.

2.1.3 public relations objectives

Since is an administrative function, it seeks through its administrative communicative activity to achieve a set of goals, the most important of which are:

A - Creating a good impression of the organization, establishment or institution and achieving a good reputation, as the mental image of the institution is the best indicator of the institution's success or failure.

B - Helping in the promotion of sales, where public relations play a major role in the marketing activity, as it does and contributes to the promotion of sales, as it is a tool in the hands of marketing.

C- Gaining the support of the internal public. One of the principles on which public relations are based is to start from within the institution, meaning that public relations work to strengthen the workers' sense of belonging to the institution.

d- Gaining the trust of the external public, as public relations seek to gain and consolidate trust with the target audience.

As for the functions performed by public relations in the institution, the American Public Relations Association has identified eight basic functions performed by this profession, which are (Ferjani, 2018, p. 34).

1- Writing reports, press releases, brochures, radio and television program texts, articles, and in other words, producing media and technical materials that are used in the field of public relations.

2- Editing internal bulletins, shareholder reports and various schemes directed by the administration to all members of the institution.

3- Linking with various media outlets.

4- Improving the image of the institution through various events held for the press, exhibitions, organizing visits, providing facilities and holding celebrations on public or private occasions.

5- Confronting and talking to different groups by organizing meetings.

6- Produce and produce pamphlets, brochures and special reports.

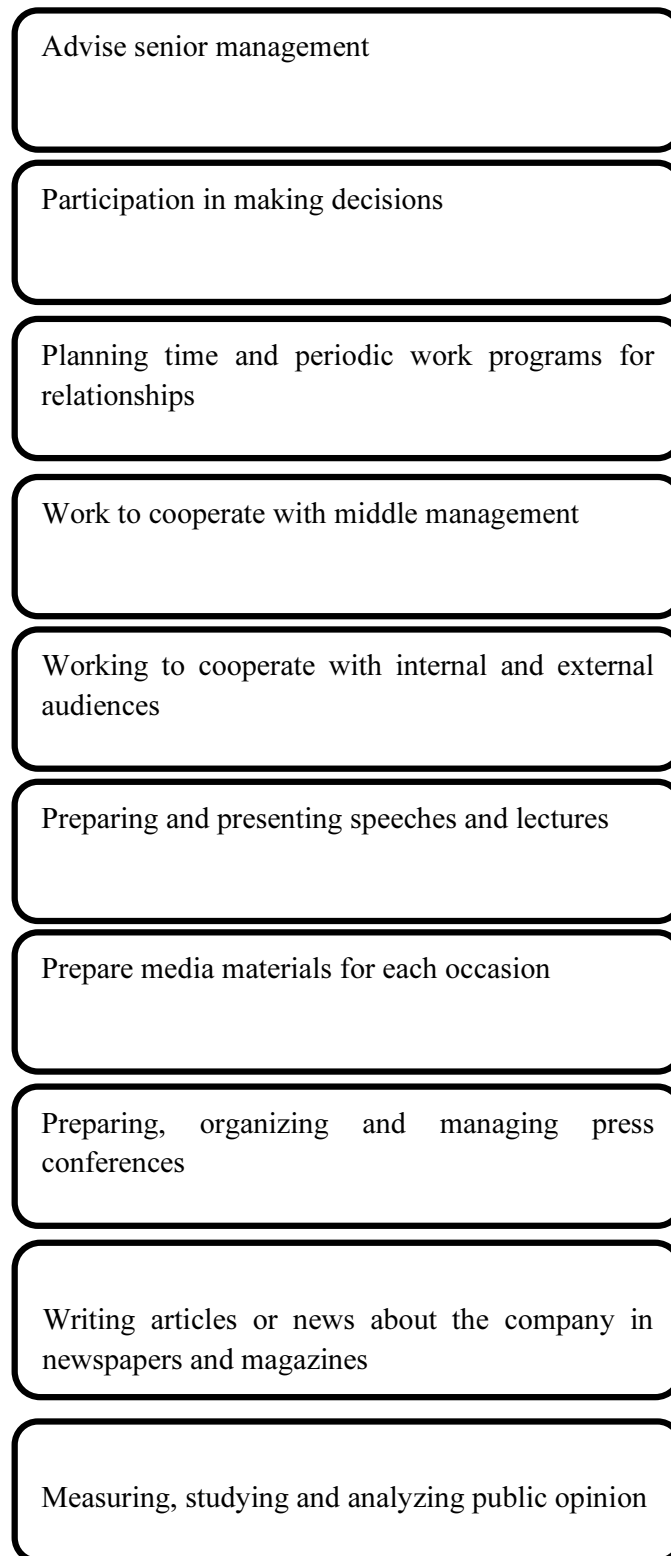
7- Determining the needs, goals and steps necessary to implement the project, and this requires high experience in public relations and a special ability to give advice and advice to management men.

8- Using and employing media advertisements to raise the profile of the institution and continuous coordination with its advertising department,

The public relations activities can be summarized in the following figure:



Figure No. (1) shows the tasks and activities of public relations



Source: (Al-Ferjani, 2018, pg. 33)

All these activities and tasks assigned to public relations aim to achieve compatibility between the interest of the institution and the interest of the public, and the performance of



these tasks and activities requires the presence of a competent and specialized human element, and this is what we will see in the next element.

2.2 People working in public relations

Various labels are given to those working in the public relations department, such as the person in charge of public relations, the liaison in public relations, the public relations man (without regard to gender) in charge of media, in charge of communication,,,,,, etc.

In general, the competence of those working in public relations, whether official or employee, is required in order to achieve the goals of the institution. The public relations person is one of his duties to participate in decision-making and to provide senior management with all the necessary information that will improve the performance of the institution on the one hand and improve its productivity on the other hand.

Here it can be noted that those engaged in public relations are divided into two parts, where we find the manager, the president, or the person responsible for public relations and the employees. However, according to our opinion, everyone who works in the public relations apparatus must have a set of specifications that enable him to perform his duties. The following is a job description for each of them.

2.2.1 Job description for a public relations manager

Despite the different activity and size of the institution, and despite the different position and importance that the administration attaches to public relations, there is agreement about the functions entrusted to the director of public relations, which are: (Al-Adawi., 2011, p. 153).

- 1/ - Participation in the formulation of the general policy of the Directorate of Public Relations
- 2/ - Participate in determining the objectives of the institution that public relations seeks to achieve
- / - Preparing public relations programs with members of his administration
- 4/ - Participate in setting the budget and determining its value for the implementation of public relations programs
- 5/- Directing the staff in his administration to carry out his duties to the fullest
- 6/ - Follow up the implementation of public relations programs and try to solve the obstacles to their implementation
- 7/ - Evaluate programs and pay the necessary reports on the director of work in the programs and sections of his directorate
- 8/ - Coordination and integration with other units in the institution
- 9/ - Participation in the selection of its management personnel
- 10/ - Participate in committees and hold management meetings
- 11/ - Implementation of quality standards in the organization
- 12/ - Respect co-workers and superiors and represent a positive image of the organization in the community
- 13/ - Follow occupational health policies and procedures and maintain the organization's assets at all times



14/ - Exhibiting flexibility to perform any other duties as required by his superior from time to time

In order for the manager to perform these functions, he must possess certain qualities and skills that enable him to perform his duties, organize work among the various members of his departments and spread the spirit of teamwork.

2.2.2 Job description of the public relations officer:

The tasks of the public relations officer differ from one institution to another. In general, we can summarize the main tasks in: (Al-Adawi, 2011, p. 126).

- ❖ Create a good relationship with the internal and external audience

Considering the public relations employee as an official spokesperson for the institution

- ❖ Designing a Communication Strategy
- ❖ Ensuring the design and editing of various information and public relations materials
- ❖ Link and relations with the press and provide it with various news about the institution
- ❖ Choosing the appropriate means of communication for the success of the planning process

All these tasks assigned to the public relations employee, he performs under the supervision of his first official who has the task of guidance, correction and guidance, as well as providing advice, and then ensuring the implementation and progress of the public relations program that he underlined.

The performance of these tasks, whether for the manager or employee in the public relations apparatus, requires the presence of different skills, preparations and qualifications, which we will discuss in detail with a focus on communication skills and how to employ them in the field of public relations.

3. Communication skills of the public relations officer:

3.1 Communication in Public Relations:

3.1.1 The concept of communication in public relations and its importance:

Communication is the essence of the public relations process, as it constitutes its primary function, while other functions such as research, planning, implementation and evaluation remain auxiliary functions to the main function, which is communication

Communication in public relations is that process aimed at transferring information between the two parties to the communication inside and outside the institution using a certain means or means for the purpose of achieving goals.

It is defined as the process of transferring opinions and information between the organization and its audiences, in order to create a positive interaction that lays the foundations of trust, understanding and cooperation between them (Tabat, 2019, p. 65)

From these two definitions, it is possible to derive some of the advantages of communication in public relations, namely:



- 1- The presence of a message to be transmitted, as it is a purposeful process of transferring opinions and information between the two parties to the communication (the sender and the receiver).
- 2- Communication is with several audiences, ie the internal and external audiences of the institution
- 3- Using communication means to convey information and opinions
- 4- Achieving the goals of the communication process. These goals consist in creating a positive interaction to increase trust and understanding.

There are three types of communication in public relations (Jaffal, 2014, pg. 32), which are:

The first type: consists of:

Communication from outside the organization to inside it, and this type includes all information received by the institution or through its external audiences, and this is done using various means of communication

The second type:

It is the communication from inside the institution to the outside and it contains the information that the institution wants to communicate to the external audience, and in this case it uses the means of mass communication.

The third type:

Communication with the internal public, which is represented by employees and management, and includes information exchanged between the internal parties of the institution.

Various contemporary studies in public relations have highlighted that the elements of the communicative process must be reversed, meaning that it must begin with the public, i.e. outside the institution, and end with the communicator in public relations (Jaffal, 2014). Communication in public relations is called persuasive communication, which is the communication that seeks to achieve consensus between the interests and purposes of the institution on the one hand, and the needs and interests of the masses on the other hand, and this is what made researchers differentiate between moral persuasion and immoral persuasion (Jaffal, 2014, p. 31).

From what we have previously reviewed, it is clear to us that the concept of communication in public relations is not much different from the concept of communication, and it is necessary to practice the various tasks entrusted to the person in charge of public relations. As for the importance of communication in public relations, it can be classified into two levels: (Hamed, 2019, p 15- 16).

A- At the internal level, the importance of communication in public relations is as follows:

- 1- Providing officials with data and information that helps them to make decisions and formulate policies to achieve the objectives of the institution
- 2- Communication provides an opportunity to inform superiors of what is being accomplished or what has not been accomplished, as well as communication problems and problems of subordinates.



3- Communication is necessary in tight control over the pace of work in public relations programs

4- Informing the subordinates of the required objectives, programs and plans that have been developed, the instructions for carrying out some works, as well as the responsibilities and authorities that have been identified.

b- As for the external level: the importance of communication in public relations can be summarized as follows:

1- Achieving a good reputation for the institution and improving its mental image among various groups of the public

2- Helping the public to form a correct opinion and gain its confidence by providing it with sound information

3- Improving the relationship of the institution with the public

4- Attracting excellent skills to the organization

5- Explaining the institution's policy and objectives and providing the public with all information

6- Responding to all news spread on the institution, its structures, or its activities

So, through everything we have been exposed to previously, it becomes clear to us that communication is an important process that is needed or employed by public relations in all the activities it undertakes, and that communication in the field of public relations is characterized by a basic peculiarity, which is that it starts from outside the institution and goes to the person in charge of public relations in Enterprise.

In order for the person in charge of public relations to perform his duties, whether he is a responsible manager or an employee in the public relations apparatus, he must be characterized by certain personal qualities that help him achieve his goals and accomplish what is required of him, and he must also have various skills such as administrative and communication skills.

3.2 Communication skills for the public relations officer

3.2.1 The concept of skills in public relations and their types:

The word skill has its origin in the Arabic language, which means dowry, which means that a woman is given a dowry, and it has a skill, meaning that it is practical and active, so he is skilled.

In the English language, it is the proficiency in performing a certain work or action, or the ability to do something with expertise and quality (Hamdi, 2018, p. 166).

The researchers have presented several definitions of the skill, so we find those who define it as the essence of performance that is characterized by a great achievement of work with a small amount of effort, or it is a high ability of achievement, whether it is individually or within a team, or against an opponent with or without a tool (Gawb, 2010). , p. 81)



As for the skills in public relations, they are a set of knowledge and experiences that accumulate in the public relations practitioner, which ultimately help him to perform his duties in the field of dealing with the public. Years of his work (Hamdi 2008, p. 167). Based on this definition, it becomes clear to us that the skills in public relations are the specifications and qualifications that allow the person in charge of public relations to perform the functions entrusted to him. These skills can be communicative or functional, and it is certain that these skills are acquired, that is, they can be acquired through experience and training, as well as an academic qualification.

Always in the same context, some researchers believe that these skills can be viewed through two levels: the functional level, which includes a set of skills that the public relations practitioner enjoys at the levels of executive supervision, then the level of middle management and the levels of higher management,

As for the qualitative level, it includes a set of skills of a diverse nature that mature with the passage of years and the accumulation of experiences and is divided into three main groups: intellectual skills, administrative and functional skills, as well as technical skills (Hamdi., 2008, p. 168).

There is also another group of researchers who believe that the requirements for working in public relations can be divided into two parts :
Personal qualities, scientific preparation, and communication skills (Ferjani, 2018, p. 32)
Personal traits, which are those traits that are characterized by strength of character, tact and good behavior, good appearance, endurance and perseverance...etc.

As for the scientific preparation, it is an awareness of administrative and media knowledge at the same time, since the person in charge of public relations is administrative and media, so his specialty is to carry out two-way communication (Ferjani, 2018, pg. 40). Always in the same context, there are those who believe that the person in charge of public relations must possess and possess moral values, personal qualities (in general, behavioral, formal, mental and nervous qualities), knowledge of sciences and knowledge (general and specialized knowledge) and communication skills such as the ability to persuade, writing And editing at an advanced degree, as well as administrative skills such as the ability to manage properly, the ability to manage issues and problems ... etc. (Barghout, 2007, p. 45)

Through what has been presented, despite the differences in the division of skills, qualities or considerations that must be provided by the public relations officer, there is generally agreement in the content of these skills, and we will focus in the next element on some of the necessary and basic communication skills in the work of the public relations officer.

3.2.2 Communication skills in public relations

Communication skills can be defined as the ability of the person in charge of the communication process to use the information and experiences that he has through the basic elements of communication to achieve specific goals in the time and capabilities available to him (Mohammed Saleh, 2012, p. 123).



Through this definition, it becomes clear to us that communication skills is the control of the means of communication to send information, choosing it in a way that suits the target audience and in an appropriate and appropriate time in order to achieve the goals that it has set.

The importance of communication skills lies in: (Al-Anzi, 2010, p. 15)

- ✓ Communication skills are the primary means of developing and improving the work environment on the one hand and achieving the performance of the institution
- ✓ Communication skills have a role in planning, organizing, directing and controlling.
- ✓ It contributes significantly to increasing the individual's self-confidence and strength of character. It also contributes to creating leaders. Communication skills also help in managing and dealing with crises.
- ✓ Facilitates the process of issuing orders and instructions in a format that is acceptable to subordinates.
- ✓ Communication skills are useful in the mentoring process and make a positive impact on the behavior of individuals and push them towards developing performance and increasing productivity.

Below we will present some of the communication skills that the public relations officer uses in the various activities related to his field.

A- Writing skills:

Writing in public relations is characterized by certain characteristics that make it different from writing in the written press and the audio-visual press, as the goal of writing in public relations is to deliver the message to the internal and external target audiences, and to achieve this through writing, is to use correct language that he can easily comprehend, Respect for linguistic rules and simple methods, as well as brevity in expression and clarity in presentation, purpose and content (Abdel-Badi, 2018, p. 19).

The public relations officer uses the writing skill in various activities, such as writing reports, editing articles for the institution's internal magazine, editing various public relations materials such as brochures, brochures...etc.

As we said earlier, writing in public relations differs from other forms of writing, as it requires: (Amirat,2019 p 83).

- Setting goals and priorities

Audience Study

- Choosing a topic idea

-Gather the necessary material

-Determine the best way to write

Therefore, the writing skill is one of the most important communication skills that the public relations officer needs, whether with his superiors or the internal and external audience he addresses.



b- Listening skill:

It is a skill that can be acquired, learned and improved through practical practice. For listening, there are a number of elements (Djaweb , 2010 , p. 47). It consists of verbal and non-verbal elements. Verbal elements include:

- ✓ Vocabulary and formulations
- ✓ Directing the discussion
- ✓ Practical behavior
- ✓ The voice

The non-verbal elements are the movement of the body and hands :

- ✓ Face and eyes changes
- ✓ Climate and Environment

In the field of public relations, the person responsible for public relations must watch and listen to people. Individuals usually reflect themselves through their gestures and expressions accompanying their words or even during their silence (Aliwat, 2017, pg. 29), and good listening or listening is evident on the features of the listening person. This encourages the speaker to continue his speech and express his point of view without hesitation (Hamed, 2019, p. 27)

Therefore, the public relations officer must take into account all these elements and pay attention to them, because every movement, tone of voice, and the use of words have a meaning that can be discovered and understood by others.

c. The skill of persuasion and dialogue:

The person in charge of public relations should take into account the following: (Aliwat, 2017, p. 29)

- ✓ Commitment to the time specified in the dialogue and not to prolong it to others, which leaves a negative impact, so the other party must be appreciated and respected.
- ✓ Not to speak without knowledge, so it is necessary to tell the truth when transmitting information, and to maintain good morals, as well as to work on evaluating the opinion presented with scientific and practical evidence.
- ✓ Work to raise the morale of the interlocutor.

Since we have said that communication in public relations is a persuasive communication, the person in charge of public relations must control the techniques of persuasion and the delivery of messages and information to be communicated, achieving the goal that he drew.

D- Speaking skill:

Speaking skill can be defined as the use of verbal symbols and tone of voice in communicating with others, and it is considered a basic means or method through which the sender expresses his thoughts or opinions for the future, or he may transfer information or facts to him (Sawan, 2014, p. 61).

This skill is integrated with other skills such as the skill of writing, reading and listening that must be available to the person in charge of public relations, the latter who must determine before his speech the target audience, i.e. who he will go to. Key points to



be focused on at a final stage, he must determine the method of presenting the speech, as the public relations officer must avoid verbal and kinetic commitments that would interest the listener and make him focus on them more than on the content of the speech.

E- reading skill

The importance of reading skill for the public relations person is due to two main reasons (Hamed, 2019, p. 26), which are:

- 1- Obtaining the required information from the published sources or the sermon, understanding the information it contains, and then submitting it to the higher management that would take decisions for change for the better.
- 2- Reading enables the public relations officer to acquire a sound language, an appropriate and organized way of thinking and expression.

Here, it can be said that defining the reading material is the most important step that must be determined in order to benefit from the reading.

These are the most important communication skills that a public relations officer must have, in addition to the digital communication skill, ie controlling the use of technology, which today has become an integral part of public relations work, which, through its communication activities, will improve and build the electronic image and reputation.

The person in charge of public relations needs to count 'skills as we have already mentioned, the most important of which are the communication skills that he employs in the various communicative activities that he carries out in his dealings with the public, whether internal or external, such as organizing exhibitions and conferences, dealing with the media, receptions and dealing with very important persons VIPs, Visits, protocols...

4. CONCLUSION

Public relations is an administrative and communication function that seeks to gain the confidence of its audience, whether it is internal or external, where communication is its core.

Public relations uses all means, forms, and communication methods that it deems appropriate to link its relations with these audiences, and through this study, we shed light on the person in charge of public relations or the communicator in public relations and the skills that must be available in him so that he can perform his tasks and carry out various communicative activities, These skills allow him to choose the appropriate means of communication on the one hand, as well as the appropriate timing that suits the recipient of the message, as well as controlling the message and the information he transmits, and all this in order to achieve compatibility between the interest of the public and the interest of the institution.

The person in charge of public relations must possess a set of qualities in order to be able to perform his duties to the fullest extent, such as tact, courage, good appearance, in addition to the administrative, communication, cognitive, technical and even intellectual



skills that you think accompany all these skills. However, the importance and prestige that the institution gives to public relations is what makes the person in charge of public relations perform his duties to the fullest, and employ his multiple skills to serve the goals of the institution.

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