Communication activities of public relations in service institutions

Nadia Khalid Ahmed¹, Prof. Dr. Ali Jabbar Al-Shimary²
¹² University of Baghdad - High Studies College of Media public relations section
Email ¹: nadea73khaled@gmail.com, Email ²: dralijabar@comc.uobgahdad.edu.iq

ABSTRACT
Communicative activities represent an important and vital aspect in accomplishing tasks and works, aiming at strengthening good relations and creating a good reputation for the institution through its available communicative activities. Therefore, it was necessary to do this study due to the importance of communicative activities for public relations in institutions. This research includes the relationship of public relations with other communication patterns. The concept of communication appeared with the appearance of man, as this concept began to develop little by little and was accompanied by the development of human civilizations through time and this development was not limited to form only, but also included content and goals. If we consider communication as a science, it is concerned with studying the process of exchange of meanings between people in society. This exchange is through a common system of different symbols.

Keywords: Communication activities, service institutions

I. INTRODUCTION
Communication activities are a cognitive and functional communicative tool of an important nature in various areas of our daily life. It is the mirror that reflects the correct forms of human interaction, as it is the piercing eye that reach the foundations of the truth, clarify the goals of sponsors and supporters of this job which communication and its channels are the essence of its work, they also form interpretive bridges for each organizations, whether of small institutional nature, or local, regional or international one. It is the compass that guides the organization or the institution. The process of disseminating information for awareness and guidance is one of the tasks carried out by communicative activities to influence the public, because communicative activities are characterized by plurality, as they include direct and indirect communication (read, written, audio, visual and social networking sites). Thus, communicative activities represent an important and vital aspect in accomplishing tasks and works, aiming at strengthening good relations and creating a good reputation for the institution through its available communicative activities. Therefore, it was necessary to do this study due to the importance of communicative activities for public relations in institutions. This research includes the relationship of public relations with other communication patterns.

The relationship of public relations with other communication patterns before discussing the relationship of public relations with other communicative activities or patterns, it is necessary to identify the basic activity within which all areas of media, propaganda and advertising activities fall, and on which these activities are based, namely the science of communication, and then we shall explain the nature of communicative activities and the relationship of public relations with them, as follows:

First / the concept and definition of communication
Communication is a fertile field for scientific and intellectual study and a meeting point between researchers from different fields, as the angles, aspects and interests that these researchers take into consideration have varied. There are many concepts to define the meaning of communication, because of the multiplicity of scientific and intellectual schools of researchers in this field, which made the concept of communication raises a lot of debates in various scientific fields, and therefore its definitions vary.

A- The concept of communication
The concept of communication appeared with the appearance of man, as this concept began to develop little by little and was accompanied by the development of human civilizations through time and this development was not limited to form only, but also included content and goals. If we consider communication as a science, it is concerned with studying the process of exchange of meanings between people in society. This exchange is through a common system of different symbols. From this point of view, we point out that every study or scientific research that studies humans and human behavior is sure to have a relationship with a form of communication in all fields, such as, political, social, economical, humanitarian and others, has a direct relationship in the process of communication that occurs between different societies. (Nasrallah, 2016, pp. 23-36)
Communication has received increasing attention in our time, as it is not possible to imagine a successful work or change cannot be made without contact, whether direct or indirect, and it is also not possible to imagine
managing public relations without a communication process, when planning, monitoring and following-up, there must be communication, because the communication process is the essence of guidance, where directions, instructions, decisions and orders in themselves are not sufficient, so they must be communicated to different audience. (Kurtel, ; Wabo Ghalita, 2010, p. 27)

B- Definition of communication
"One of the pillars of directing as it involves the flow of information, instructions, directions, orders, and decisions from an individual or group to other individuals or groups for the purpose of informing, influencing, or effecting change in the direction of achieving predetermined goals." Al-Alaq, 2010, pg. 64)

It is the process of exchanging ideas, knowledge and information so that the purpose or intent is achieved in the best possible way. In simple words, it is nothing but the presentation of the views by the sender in a way that is better understood by the recipient." (prachi M; , 2018)

It is a dynamic process by which a person, persons, or institution transmits a message that carries information, opinions, trends or feelings to others, to achieve a goal, through symbols, to achieve a response, in a given circumstance, regardless of the confusion that may occurs. Abu Asba', 2009, p. 27)

It is also "the process through which a specific message or group of messages is transmitted from a sender or a specific source to a receiver, while mass communication is that type of communication that takes place between more than two people to complete the communicative process, which is often carried out by some institutions or organizations through Mass messaging methods. (Sultan, 2019, p. 161)

It should be noted that there is an approach between communication and public relations:
The approach between communication and public relations is broad and comprehensive, and that public relations is a method of communication, as communication as a concept and practice is more comprehensive and general than public relations, to the extent that many Western institutions replace the names of public relations departments with institutional communication departments. It is clear from this approach that communication is characterized by its generality and public relations by the specificity of its work and the methods of its various tools. (Mutawa, 2019, pp. 29-30)

Communication is the most important process of public relations management, as it deals with information by influencing the various audiences of the institution, and communication, as explained by experts and public relations specialists, is a two-way street, it is one of the strongest factors to contain the two sides of the communication to understand each other's points of view, and for each of them to be satisfied with the institution's procedures. (Kurtel, ; Wabo Ghalita, 2010, p. 40)

It can be said that communication is the essence of any public relations program, and in this context, public relations communication can be defined as "that process aimed at transferring and exchanging information between the two parties of communication inside or outside the organization using a certain means or means within a situational framework that combines them for the purpose of achieving interaction and understanding towards achieving goals" (Sultan, 2011, p. 90)

Second/ communication activities
"It is all that public relations do in delivering its message to its audiences through various means of communication, including functions and activities, using all kinds of means of communication, with the aim of positively affecting and creating a good mental image in the public opinion." (Abdul Bari and Majali, 2013, p. 22)

Where the communicative activity in public relations takes different forms, which achieve its desired goals through written, audio, visual and electronic mass media, but the communication arts that public relations use to perform such a role are the link between any institution and its audience, and these activities are represented by media, advertising and publicity. (Al Bakri, 2004, p. 54)(

Where communication activities were classified into several categories according to their uses and functions, it included the classification of (Lazy Moils) for communication activities into nine areas, including (news, education, socialization, social pattern creation, marketing, controlling, initiative, linkage and interpretation) (Rashad, 1984, p. 53)(

In view of the previous classifications, we find that communication experts define basic activities for communication, that branches out goals and functions related to the nature of that communication activity branch, and accordingly we have adopted in our research a group of public activities of a communication nature practiced by public relations in various institutions, including: - (Atiya,, 2011)

1- Media communication activity:
The media is one of the important activities that public relations use, due to its dangerous and important role in removing some illusions and ideas from the minds of the masses, correcting wrong information, or dealing with some ideas resulting from ignorance and backwardness, as well as its great role in the escalation and impact of
development in all its fields (Imam, 1968, p. 187) 0
As for the purpose of media communication activity, it is to educate, enlighten, and familiarize the public with the institution, which leads to mutual understanding and participation in opinions, and they are the basis of trust in all public relations management programs. (Hussain, 1999, p.22)
The media activity today has become a profession in the press, publishing agencies and mass communication means, and the media branch out into many branches of arts, such as the art of press news, the art of advertising, the art of journalistic investigation, the art of the article, and others. (Shaheen and Abdel Hamid, 2014, p. 102)

2-The promotional communication activity:
Advertising is one of the activities that its meaning is not agreed upon even among specialists in the field of communication, this is due to the multiple uses of advertising in different systems, some specialists oppose the idea that says that advertising is bad based on the fact that advertising is a communicative activity like other activities. Advertising from the point of view of media, whether negative or positive, white, gray or black, purposeful or destructive, remains a very relative concept aimed at creating an immediate response to a specific thing. (Murad, 2011, p. 407)
The advertising communicative activity is a process based on the use and exploitation of the symbols of the reference frame for the receiving audience with the aim of influencing and reconfiguring the knowledge store of beliefs, ideas, values and attitudes that form the mental image to result in behavior consistent with the intention of the sender. (Al-Mousawi, 2003, p. 222)
The advertising communicative activity may take the form of a political, social, commercial or religious nature. (Al-Uqabi, 1999, p. 125)

3-Advertising communication activity:
The advertising communication activity is one of the means and tools of public relations that communicates its message to the audience of the organization and a tool to motivate them to continue dealing with it by creating a good image of the organization in the minds of its different audiences (Sultan, 2011, p.
Advertising is a paid communication activity, and this activity has a specific goal, which is to achieve the advertiser's interest, so he resorts to several means and methods to achieve his goal. (Al Hadidi, 2009, p. 40)
As the public relations perform a set of activities and functions that lead to the achievement of the goals, and if a clear and accurate identification of the activities that it undertakes is not made, this leads to confusion between the public relations activity and the activities of other departments in the institution, which results in the existence of a kind of conflict, organizational disputes and lack of coordination Among the activities on which the foundation's departments are based. (Al-Dulaimi, 2011, p. 75)

Third / the relationship between public relations, media and advertising
Some confuse public relations, media, and advertising, and this confusion represents the main obstacle facing public relations as a separate activity. Public relations are not media, advertising or advertising, but they include a real alignment of these communicative activities with their work so that there is a big difference between public relations and the rest of the other communicative activities. (Hussain, 2015, pp. 50-51)

Going back to the definitions of each of these activities, the extent of the structural relationship between them becomes clear.

A- The relationship between public relations and the media:
Public relations activity in our time depends on media communication, such as disseminating news, opinions and ideas to the institution’s audience in all the different media, in order to gain their support and trust in the institution’s policy. (Shaheen and Abdel Hamid, 2014, p. 102)
The media is a basic activity of public relations activities, and there is a relationship between them, so that the media is used as one of the components of its communication activity, which aims to provide the public with all correct news, sound information and facts about issues in society in an objective manner and without distortion, and in a manner that contributes to the formation of the right opinion of the public. Public relations with its various activities are not media. (Hussain, 2015, pp. 50-51)
If the media is to provide the public with news, correct, sound information and established facts, then it agrees with public relations as an activity where public relations conduct research, plan programs and study public opinion on realistic scientific bases in order to reach a thoughtful communication that would meet the needs of the public and exchange consensus with it within the borders of basic goals and values of these audiences. And that the media function performed by the Public Relations Department is one of the most dangerous jobs because of its importance, in making decisions and plans. Therefore, if this function is not exercised with extreme accuracy, it may harms to the extent of threatening the social system and its stability, and accordingly, public relations uses the media as an activity to disseminate truthful news and information related to the organization's activities. (Al-Shamrami, 2011, p. 15)
The media is defined as “the dissemination of facts, opinions and ideas among the masses of the media authority

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The media focuses its work on the dissemination of information and objectivity in general without regard to the self-interests of the organization, unlike the work of public relations, where its work is based on the responsibility of advocating ethically and transparently to persuade the masses to achieve the goals of the organization, and not just to disseminate information. (Taylor and Francis, 2007, p. 76)

B- The relationship between public relations and advertising

The difference is clear between public relations and advertising if we clarify the concept of advertising to be "a tool and a force to control society by any means, and the task of advertising is not to convince the masses as much as it seeks to attract followers, control their ideas, and direct them to the destination that has been set for them by exploiting their emotions and instincts." (Kiosk, 2010, p. 133)

Advertising is defined as "the efforts that are made to change people's opinions and beliefs by pressure and control and using various means to reach that." Which leads to positive results for the benefit of society. (Shaheen and Abdel Hamid, 2014, p. 102)

It is also defined as "a deliberate attempt by one or a group to use the media, to form trends or control or modify trends among groups in order to achieve a specific goal, and in each case the reaction must be consistent with the goal of the publicist" (Rashti, 1978, p. 67.

It is "a more or less organized effort to manipulate the beliefs, attitudes, or actions of others by means of symbols, words, signs, gestures, music, signs, effects, clothing, hairstyles, .... etc." (Shobia, 2009, p. 43)

Advertising in its attempt to influence the opinions, behavior or beliefs of individuals, and most often it does this by changing some facts or concealing some of them. It only provides the public with information that is consistent with the point of view of those responsible for it. While public relations, through correct news, education and practice, aims to persuade the public and achieve mutual cooperation on the basis of mutual understanding and trust. (Abbas, 2020, p. 8)

Advertising can be divided into different types as a result of what specialists in the field of mass communication have concluded as follows:

- White advertising: issued by a well-known party and characterized by the activity of public relations by reviewing one side of the issue being discussed. Where the four Grunge models of public relations, including press agencies, illustrate advertising as a propaganda function, where practitioners convey information about the company through incomplete information, like facts or sometimes complete lies, where about 15% of public relations practitioners practice this model (Sandra, 2014, p. 280)

It addresses the mind and high emotions and focuses on logic in presenting the facts and reveals their source, goals and direction. (Sultan, 2019, pp. 29-30)

And the possibility of using white advertising in public relations because it depends on clarity and honesty and respects the human mind, and that these qualities are among the components of public relations (Ajwa, 2000, page 28)

- Black advertising: it addresses instincts and emotions and mobilizing lies, illusions, deception and misinformation without revealing its source or specifying its direction or goals. (Murad, 2011, p. 411)

- Gray advertising: It is the most intelligent and the most dangerous type of propaganda because it is based on some correct information that cannot be denied, and it adds some lies to it and arranges it in a prejudicial arrangement so that it is difficult to discover its misleading because it confuses addressing instincts and the mind. (Sultan, 2011, p. 27)

So advertising can put accuracy and truth in second place, while this activity can produce good results for the client's organization, at least in the short term, and the results can be bad for different target groups. This approach, if followed by public relations, will give a bad reputation about it. (Taylor and Francis, p. 75)

The work of public relations in capitalist societies often tends to the side of advertising, as its main goal is to achieve profit, and that the exploitative institution is the one that hires public relations men and pays them the price of their advertising. In non-capitalist societies, public relations must be committed to truthful media, as the goal is always to provide more services and facilities to the public. When public relations depart from the commitment to truthful media, it turns from a public relations device to a advertising device that impersonates the public relations method in providing services, but it does not primarily aimed at the public interst. (Tohamy and Daquqi, 1980, p. 18)

A- The relationship between public relations and advertising:
Advertising “is the dissemination of information and data about goods, services, ideas, institutions, or others with the intent of selling them, helping to sell them, or accepting them through the use of various media in return for payment.” Advertising is an activity used by the Public Relations Department to disseminate information and facts for a conscious and intended effect to serve the interest of the institution and the masses that deal with it and to serve the public interest. (Hijab, 2007, p. 75)

And that the advertisement be an important communication tool in an integrated public relations program. It can be used to enhance your messages or in situations where it is the only way to distribute your accurate messages to a target audience. It can also provide specific reference material in records or indexes. (Beard, Mike;., 2008, p. 51)

So that public relations use advertising as a means of communication to achieve some of its goals. Advertisements are an important means of public relations, as well as to be used as a companion to promotional campaigns or in the circumstances of implementing a public relations campaign in which the administration is taking the initiative. (Abu Asba’, 2008, p. 104)

Public relations as a major communicative task that must take the head of advertising in order to achieve the desired success, as public relations create understanding and knowledge of the goods or services that the producing institution seeks to promote, and thus pave the way for the success of the subsequent advertising campaign. Public relations and advertising are two communicative tasks that complement one another. Mutawa, 2019, p. 133) (Al-Dulaimi, 2018, p. 147)

Advertising is a marketing function that aims to increase sales of a good or service and thus increase profit through the use of well-known advertising means. It is a form of presenting ideas, opinions, or non-personal goods and services in return for a paid wage paid by the advertised person or institution. The ultimate goal of the advertisement is to urge the consumer to buy the good or service. (Shaheen and Abdel Hamid, 2014, p. 114)

On the other hand, there are a number of researchers who classified advertising according to its uses. There are two main types of advertising in terms of the purpose:

1- The first type / advertisement of the good or service: This type aims to make the consumer purchasing the commodity. This type can be divided into different types:

A- Educational advertisement: This type of advertisement relates to the marketing of a new commodity that did not exist before or an old commodity that has been added to it. This type is intended to provide a set of instructions for the marketed commodity or service on how to use it and display its advantages and distinctive characteristics.

B - Indicative advertising: This type relates to the use of an indicative campaign method for the public around an important issue such as combating addiction, helping the disabled, traffic guidance campaign, smoking, and so on.

C- Reminder advertising: This type relates to reminding the consumer of the advertised commodity before forgetting, and this is done after the consumer has reached good knowledge of the commodity in terms of its advantages and how to use it.... etc. (Abu Asbaa, 2009, p. 104)

D- Media advertisement: The advertiser aims to provide the public with correct information about the good or service related to the activities of the organization, by creating a good image of the organization in the minds of its different audiences.

E - Competitive advertising: The benefit of this advertisement is when new products and competing services appear, the institution needs an advertising campaign to familiarize the public with the specifications and preference of these goods over competing goods. (Sultan, 2011, p. 30)

H - Comparative advertising: This type is almost an alternative to competitive advertising, as it provides a direct comparison between the advertised mark and the mark of other competing goods, and it is the most popular advertisement. (Shahin and Abdel Hamid, 2014, p. 115)

2- The second type / advertisement of the project or institution: This type aims to build a good reputation or wide fame for the institution in the mind of the consumer, rather than selling a specific product or service.

This type of advertisement is divided into two types:

(A) Dealing announcement: It aims to provide general information of importance to customers, such as announcing the opening of a new branch, working hours, or changing telephone numbers.

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B - Public Relations Announcement: which aims to create a good image of the institution in the minds of consumers by providing information and data about the advertiser’s role in society and the services it performs.

There are types of public relations advertisements in institutions, including: (Al-Azzawi, 2020, page 208)

1-Cooperative advertising: the main objective is not to sell and does not encourage buying, but to influence and create a good impression on individuals by giving them a distinctive image of goods or services through explanation and description and highlighting the quality.

2-Announcement of events: The institution takes advantage of the occasions by presenting congratulations to the public, through which the announcement of its achievements or successes is published on this occasion.

3-Preventive advertisements: This type of advertisement is concerned with protecting the reputation of the institution and preserving its position, and to counter criticism and rumors, as well as to clarify and warn in case of similarity and imitation of the institution's trademarks.

There is another classification of advertisements used by public relations as follows: (Al-Mousawi, 2012, pages 121-122)

1-Fixed advertisements: They are the advertisements that are published in the newspaper on a daily basis and which the reader sees whenever he purchases the newspaper. This advertisement is divided into the following:

A- Classified advertisements: This type of advertisement is specified on some different fields, such as advertisements for service offices, advertisements for cars and job application advertisements.

B- Guide announcements: This type is fixed for readers to see, such as the directory of theaters, cinemas, aircraft movement, sentinel pharmacies, and others.

2-Governmental advertisement: aims to improve the reputation and image of the government and its institutions.

3-Announcement of social responsibility (alert): The warning announcement contains a number of issues and social benefits that pertain to the citizen by directing them to preserve public money, which is the responsibility of every citizen, and this is beneficial to all by providing the public with information on an issue concerning their lives in the fields of economic, security and political life.

There are types of advertisements on television channels that take several forms and templates: (Ashouri and Mahyoubi, 2017, pp. 44-45)

- First / Film templates: They are characterized by their ability to persuade using sound, image and colors through the following:

A- Live action movies: they depend on the appearance of characters, services and goods in a realistic and real way through the following templates:

Lyrical advertisement: uses the singers' voices and music-

-Dramatic advertisement: it uses the short story style in the form of a drama.

B - Media advertisements: They are direct and paid advertisements about the organization's achievements and other issues.

Second / non-film templates: they depend on the element of stability with the presence of an element of sound in them and include:

A- Slides or fixed board: where the text of the advertisement is written on a fixed board accompanied by the voice of the studio announcer.

b- Moving menu: The slides are similar in their properties as they are moved along the screen.

Third / Sponsored Programs: Some advertisers finance entertainment and humor programs, provided that the name of the service or commodity is included in it or the purchase of its broadcast period and the channel is not bearing the cost of producing the programs.

Advertising is an important means that the Public Relations Department must use when exercising its function and when using it to present the business organization as a whole and not to promote its goods or merchandise, using all methods that attract the recipient and are consistent with the values and traditions of the business organization. (Al-Johar, 2013, p. 148)

Because public relations cannot work alone. In fact, there is a great interaction between public relations, advertising, media and publicity, but each department has its own role. The Public Relations Department decides to increase the customer base, including improving the image of the organization, as this depends on the analysis of public opinion and the target audience, where the Public Relations Department works with the Department of Media and advertising so that they can achieve the goals of the organization. (Smith, Mark, 2019)

Public relations differ from advertising and advertising, as the advertising strategy aims to create the desire or motivation to request the commodity or product and seek to obtain it. While the advertising strategy aims to provide the necessary conditions for the desired act to take place in the place of another to be changed for a moral or immoral goal. (Saleh, 2016, p. 52)

Public relations represent an intermediate strategy to create trust and credibility in a communicative relationship.
with ethical goals. Public relations also expand to include those communication patterns as tools that improve their employment when developing plans, programs and communication campaigns, so it is unreasonable scientifically to confuse between public relations and any of those communication activities, as it is more comprehensive and broader than those patterns, public relations is a communicative administrative activity ,it is comprehensive and includes a moral, human and social aspect.” (Shabiya, 2009, p. 44)

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