The reality of public relations in the Ministry of Industry and Minerals in Iraq

Ahmed Khalaf Ahmed 1, Dr.. Raya Qahtan Ahmed 2

1,2 Public Relations Department, College of Media, Baghdad University, Baghdad, Iraq
Email 1: ahmed.khalaf1203a@comc.uobaghdad.edu.iq, Email 2: dr.rayaq.ahmed@comc.uobaghdad.edu.iq

ABSTRACT
Due to the impact of the transformations and developments that the world is witnessing in general and Iraq in particular on companies of the Iraqi Ministry of Industry and Minerals, and the liberalization of internal and external trade, and the adoption of the open market policy in Iraq, which led to increasing the competition between industrial companies and their products and services, and the increase and diversity of the number of available alternatives submitted to the people on one hand, and the diversity and change of its desires and needs on the other hand, which was reflected in the reality of the Iraqi Ministry of Industry and Minerals and its companies, especially in light of the great challenges facing these companies and the deterioration of the production wheel in them, so the support of the Ministry of Industry and Minerals and its companies became an urgent necessity that cannot be neglected, and this support may not be achieved without practicing the activities and functions of public relations in this ministry and all its companies. Because of its vital and influencing role on its reality, and from this standpoint, the research was emerged, which was represented by the main question about (The reality of public relations in the Iraqi Ministry of Industry and Minerals)

Keywords: Industry and Minerals in Iraq, Industrial Companies

I. INTRODUCTION
The enormous and continuous development that societies have witnessed in various fields, which was accompanied by a tremendous and rapid development in the methods and means of communication, has led to the complexity of life and the intertwining of relations at the level of the individual, society or institutions. Therefore, the necessary need for public relations in its broad sense, its various activities, its various methods, and its many means has emerged to solve that complexity and untangle that relation by organizing them according to scientific foundations and studied methodology. The need for public relations activities and functions has become an urgent necessity because these activities and functions are the ones who study the behavior of individuals and groups and identify their tendencies and desires and the factors and influences that drive their behavior (Jeradat and Al-Shami, 2020, pg. 45), and work on sound and honest two-way communication for the purpose of organizing relations between the institution and the public on the basis of mutual trust and mutual understanding in order to achieve harmony between the two parties. (Watson & Hill, 2012, p. 246), which makes that understanding and harmony an effective role in stability, investment and development. (Heath, 2013, p. xxxiii), and this clarifies the importance of public relations, and the necessity of their practice by institutions, being the main element to achieve their goals, and the true criterion for their success and failure or profit and loss, “it really represents the difference between her life and death, being the way to understand trends and the desires and interests of its masses, and that prevents or solve its problems, as well as contributes in building its reputation and maintaining its continuity” (Andrey, 2012, p. 4), and public relations has grown as an administrative concept and an effective function in the developed countries and their institutions during the past thirty years (Aqilan (2015, p. 30), and has become an effective role in the interdependence of development plans, i.e. transferring the institutions’ plans and general objectives to the public in order that people become familiar with the programs and objectives they contain to assimilate them seriously, and for the public to be an essential component of any plan to be undertaken, in order to achieve their goals. (Tohamy and Daquqi, 1980, p. 69).

The first topic: the methodological framework of the research
First: the research problem
The main feature that distinguishes scientific research is that it involves a specific problem that needs to be addressed by study and analysis from its multiple aspects” (Hussain S., Media Research, 1999, p. 69), and this problem is represented in “a situation, issue, idea or concept that needs to be studied, research and scientific study to find out its preliminaries and build relationships between its elements and current results, and reformulate them through the results of the study” (Abdul Hamid M., 2000, page 70), and accordingly, the issue that the researcher see that it needs a scientific study in order to stand on its premises and build relationships between its elements are represented in the reality of public relations in the Iraqi Ministry of Industry and Minerals, because that ministry and its companies are affected by the liberalization of internal and external trade, and the adoption of the
open market policy in Iraq, which led to the intensification of competition between industrial companies and their products and services, and the increase and diversity of the number of available alternatives submitted to people on one hand, and the diversity and change of its desires and needs on the other hand, which requires the support of the Iraqi Ministry of Industry and Minerals and all its companies, and perhaps this support can only be achieved through public relations and the practice of its activities and functions in that ministry and its companies in a scientific and practical manner, and from this point the research problem emerged, which was the main question about (the reality of public relations in the Iraqi Ministry of Industry and Minerals) and there are a number of sub-questions that fall under this main question, the most important of which are the following:

1. What is the impact of political quotas on the assignment of positions in the Ministry of Industry and Minerals?
2. What are the impacts of this on the performance of this ministry and its companies?
3. To what extent is the Iraqi Products Protection Law implemented?
4. To what extent is the Consumer Protection Law implemented?
5. What is the impact of these two laws on the reality of Iraqi industry?
6. What is the impact of the open market policy and dumping local markets with imported products on the competitiveness of the companies of the Ministry of Industry and Minerals?
7. The most prominent obstacles that prevent the advancement of the industrial sector?
8. What are the problems and obstacles that hinder the work of public relations in the Ministry of Industry and Minerals?

Second: The importance of research: The importance of this research stems from the importance of public relations, and the importance of its vital and effective role that contributes to the formation of the opinions of the masses and making their decisions, and the formation of their behaviors, attitudes, trends and judgments about the ministry’s companies and the products and services they provide, so public relations are a basic pillar on which the work of the ministry and its companies depends, it is an essential element to achieve its objectives, a real criterion for its success and failure or profit and loss, and a conducive factor in overcoming its competitors and confronting false propaganda campaigns directed against it. Therefore, the importance of this research lies in identifying the reality of public relations in the Iraqi Ministry of Industry and Minerals, and what it can provide to the departments of the ministry, its companies, and its public relations departments, from clear visions about the reality of the activities it practices and the problems and obstacles it faces. It contributes to organizing their efforts and developing their programs and plans, to gain the public’s trust and support, and to try to change their attitudes and behaviors towards that ministry and its companies, and the products and services it offers.

Third: Research Objectives: This research aims to:

1. Identifying the impact of political quotas on the assignment of positions in the Ministry of Industry and Minerals.
2. Knowing the extent of implementation of the Consumer Protection Law and the Iraqi Products Protection Law, and the impact of these two laws on the reality of Iraqi industry.
3. Knowing the extent of the impact of the open market policy and dumping local markets with imported products on the competitiveness of the companies of the Ministry of Industry and Minerals.
4. The most prominent obstacles that prevent the advancement of the industrial sector, and building a positive mental image of the ministry and its companies.
5. Identifying the problems and obstacles that hinder the work of public relations in the ministry and its companies.

Fourth: The type and method of research:
According to the research problem, the nature of the information to be obtained, and the desired results to achieve the objectives of the research, the researcher adopted the qualitative research method, as “Qualitative research is a philosophy and a method that provides flexibility and high interactivity in the scientific research process, as well as accuracy in the results, resulting from studying the problem or phenomenon in its natural context and relying on the respondents in obtaining and interpreting data, because it allows to identify the dimensions of the research problem from the respondents’ point of view” (Al-Azzawi, Qualitative Research in Public Relations, 2017, pg. 97)

Fifth: The research community and its sample: Since the research dealt with a topic, the reality of public relations in the Iraqi Ministry of Industry and Minerals, the researcher chose a number of officials in the ministry, a group for his research, in a deliberate or intentional way, and it is one of the non-probabilistic samples, which the researcher chooses deliberately, based on his experience and diligence (Elsamra’i, 2014, page 126), and knowing that the selected sample possesses certain characteristics that make it truly representative of the research community. (Al-Dakheel, 2012, page 152) and because the researcher has accumulated experience through his work as head of the public relations department in one of the companies of the Ministry of Industry and Minerals
for 14 years) enabled him to determine the nature of the interviewed personalities due to their characteristics and information.

**Sixth: Research methods and tools:** Due to the nature of the research and its necessary procedures, the researcher used the (interview) tool to collect information about the research, and the interview is defined as “a planned meeting between the researcher and the respondent to answer a set of open questions about a specific topic with its various aspects, which the researcher has studied well and prepared questions about Carefully so that detailed and in-depth information can be obtained on the subject of the research. (Abdulaziz, 2011, p. 508).

The importance of the interview is that it allows the researcher to collect large amounts of information, and provides him with a degree of flexibility, as he can change and modify the questions prepared based on that information, it also allows the researcher to understand the subject's point of view and to clarify or verify the subject of the research and the questions asked. (Kandilji and Al-Samarrai, Quantitative and Qualitative Scientific Research, 2018, page 341), there are several types of interview, from which the researcher can chose, (unrestricted or unlimited), because of the flexibility of this type of interview, in managing the interview, asking questions and talking freely, it also gives the respondents complete freedom to express their opinions, ideas and beliefs, as there is no restriction on the question and answer, which enables the researcher to obtain more in-depth and detailed answers (Crowe, 2008, p. 146).

The researcher has adopted this interview by adopting the (direct interview) method, in which the interview is conducted directly and face to face, and this method is the most common, as it is characterized by the increase of responses and information obtained by the researcher, and enables him to identify the respondents’ emotions and reactions, although it is difficult to achieve due to its high costs, and it needs time. (Dowidri, 2000, p. 325), as the researcher made big efforts to organize and conduct the interviews, due to the nature of the job status of the interviewees, who expressed their welcome to the interview, and provided many facilities for the research procedures and support, and reference will be made to the data and information obtained by the researcher from these interviews. While employing the interview information in the research, the table below shows the names of the personalities interviewed by the researcher, their job positions, and the time and place of the interview.

<table>
<thead>
<tr>
<th>No.</th>
<th>Name</th>
<th>Position</th>
<th>Date</th>
<th>Time</th>
<th>Place</th>
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<tbody>
<tr>
<td>1</td>
<td>Makki Ajeb Al-Dery</td>
<td>Deputy Minister of Industry and Minerals</td>
<td>2-5-2021</td>
<td>11 AM</td>
<td>Ministry headquarter</td>
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<td>2</td>
<td>Youssif Mohammed Al-Janabi</td>
<td>Deputy Minister of Industry and Minerals</td>
<td>2-5-2021</td>
<td>12:30 PM</td>
<td>Ministry headquarter</td>
</tr>
<tr>
<td>3</td>
<td>Qaisar Ahmed Uokla</td>
<td>Consultant of the Minister of Industry and Minerals</td>
<td>3-5-2021</td>
<td>11 AM</td>
<td>Ministry headquarter</td>
</tr>
<tr>
<td>4</td>
<td>Nasser Idress Al-Madiny</td>
<td>General Manager of the Technical Department</td>
<td>4-5-2021</td>
<td>10 AM</td>
<td>Ministry headquarter</td>
</tr>
<tr>
<td>5</td>
<td>Salam Adid Ali Al-Subaihawy</td>
<td>Expert in Minister of Industry and Minerals</td>
<td>5-5-2021</td>
<td>10 AM</td>
<td>Ministry headquarter</td>
</tr>
<tr>
<td>6</td>
<td>Murtadha Talib Al-Safi</td>
<td>Director of Media and Government Communication</td>
<td>9-5-2021</td>
<td>10 AM</td>
<td>Ministry headquarter</td>
</tr>
<tr>
<td>7</td>
<td>Wissam Ghazi Issa</td>
<td>public relations manager</td>
<td>10-5-2021</td>
<td>9 AM</td>
<td>Ministry headquarter</td>
</tr>
<tr>
<td>8</td>
<td>Mohammed Jabar Hassan Al-Dalfi</td>
<td>General Manager of the General Company for Food Products</td>
<td>6-5-2021</td>
<td>12 PM</td>
<td>Company headquarter</td>
</tr>
<tr>
<td>9</td>
<td>Khalaf Akar Aboud</td>
<td>General Manager of the General Company for Textile and Leather Industries</td>
<td>17-5-2021</td>
<td>1 AM</td>
<td>Company headquarter</td>
</tr>
<tr>
<td>10</td>
<td>Kadhim Mohammed Al-Awadi</td>
<td>Assistant General Manager of the General Company for Textile and Leather Industries</td>
<td>17-5-2021</td>
<td>10 AM</td>
<td>Company headquarter</td>
</tr>
<tr>
<td>11</td>
<td>Mohammed Mahdi Al-Dhalemi</td>
<td>Retired Director General of the Ministry</td>
<td>17-5-2021</td>
<td>10 PM</td>
<td>by phone</td>
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**Seventh: Concepts and terms included in the research:**

1-Public Relations: It is “a basic administrative function, which has two sides (the advisory) which is to provide advice and advice to the administration, which contributes to the rationalization of administrative decisions, and

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the (executive) which consists in carrying out the communication operations, which is basically a process of relations with the internal and external audiences of the facility and with the environment. Its main mission is to create positive effects for these audiences through the effective and continuous use of research and communication activities according to a well-studied planning, leading to the creation of the largest possible amount of mutual knowledge shared between management and employees within the facility to provide the appropriate atmosphere to increase production efficiency, and to form a distinct mental image of the facility for the external public and consolidating its good reputation, which contributes to achieving adaptation and compatibility between the enterprise and society to increase the effectiveness of the enterprise’s economic performance, and to strengthen its social position” (Hussain, 2015, p. 61).

2. The Ministry of Industry and Minerals: The Ministry of Industry was created after the revolution of July 14, 1958, according to the Law of the Executive Authority of the Iraqi Republic No. (74) for the year (1959) to undertake all work of industrialization in the country and supervise government and civil industrial affairs. Then the name was changed to the Ministry of Industry and Minerals under Revolutionary Command Council Resolution No. (1330) on (12/8/1974) (the official website of the Ministry of Industry and Minerals).

The second topic: the theoretical framework:

First: the concept of public relations: Despite the history of public relations, and the countless research and studies about it, scholars, thinkers and specialists did not reach a specific and agreed upon concept. Through the researcher’s reviews many literature, he noticed that its concept varied and evolved with its historical development. The concept of public relations in certain eras before World War II, it was limited to the development of human society, while after the war its concept became related to the institution and the establishment of mutual understanding between it and its audience. As for the concept of contemporary public relations, some specialists see it as a communicative activity, some see it as an administrative function, others see it as a scientific activity, and some of them sees it as a social activity, while others combine all these concepts, and the researcher agrees with the last opinion that the concept of public relations is a communicative, administrative, scientific and social activity, “it is a communicative activity as it represents an integrated communicative process that includes the sender, the messenger, the means, the receiver, the echo). (Abu Asbaa, 2009, p. 14) It is an administrative activity as it represents a distinct administrative function linked to the higher management of the institution in order to support its policies and help it to form link lines of communication, cooperation and to accept and understand the institution and its audiences and keep it informed of public opinion and how to respond to it. (Theaker, 2002, p. 4) “It is considered a scientific activity because it adopts the method of scientific research, planning and employing scientific theories and methods to measure public opinion, analyze and predict public trends. (MCKIE & SRIRAM, 2017, p. 7) It is also considered a social activity because it strengthen social ties between the administration of the institution and the public through seminars, lectures, visits, parties, and others” (Al-Ugabi, 2014, p. 19)

Second: the definition of public relations: Since scholars and thinkers did not reach a specific and agreed-upon concept of public relations, this led to a multiplicity of their concepts, differing opinions, and divergence of their ideas, in the development of a comprehensive definition of public relations that they could agree upon, each of them began to reflect his concepts, opinions and ideas in defining it. Definitions are many and their contents varied accordingly, and due to the difficulty of listing all definitions due to their large number, we will review a group of the most prominent statements reported by foreign and Arab institutions and personalities specialized in public relations.

1-Definitions of foreign institutions for public relations: The first accurate definition of public relations was developed by the British Institute of Public Relations, which defined it as “planned and continuous efforts aimed at creating understanding and strong links between the organization and its members, or any group of groups, individuals or organizations and what produces On this understanding, we will establish a good reputation and an ongoing relationship." Quoted from (Al-Adawi, 2011, p. 22), while Webster’s Dictionary defined it in its third edition as “an activity aimed at activating the communicative process, with the aim of creating trust between an organization, a person, a particular audience, or society as a whole through the dissemination of information that explains, explains and develops relationships In addition to studying and evaluating the reactions," according to (Shaiba, 2016, pg. 24), while the Oxford Dictionary defined it as “the art based on scientific foundations to explore the most appropriate methods of successful 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 quoting from (Al-Dulaimi, Human Engineering and Public Relations, 2011, pg. 40)

2- Foreign personalities definitions of public relations:-
Perhaps the most ambitious research towards reaching a global definition of public relations is the research carried out by the Foundation for Research and Education for Public Relations in 1975, in which (65) directors of public relations participated in studying and analyzing the definitions of public relations since the beginning of
the twentieth century, which amounted to (472) definitions, from which (Rex Harlow) extracts the definition, which is considered one of the most important, comprehensive and detailed definitions, which states that “public relations is a distinct management function that helps to establish and maintain reciprocal lines of communication, understanding, acceptance, and equality between a department and its audience and involves managing problems or issues and helps management to Informing and responding to public opinion identifies and emphasizes the administration’s responsibility to serve the public interest and helps the administration communicate and effectively use change as an early warning system to help predict trends and use sound and ethical research and media methods as essential means.” Quoted from (Hafiz, 2009, p. 21) and (Settle, 1989/2007, p. 27).

3-Arab definitions of public relations: Dr. Zaki Mahmoud Hashem defined it as “the art of communicating with private audiences, conveying facts and accurate information to them, interpreting them and working to convince them to ensure gaining the trust of these audiences in the organization and instilling good and friendly feelings between the organization and many sectors of the public” (Hashem, 1990, p. 19). Dr. Ali Ajwa defined it as “the planned efforts undertaken by an individual, institution or state to gain public confidence and achieve mutual understanding through continuous communications, policies and desired actions to meet the public’s needs within the framework of what is possible and legitimate” (Ajwa, 2000, pg. 24) Abda, 2004, p. 48). While Dr. Noaman Hadi Al-Hiti defined it as “an administrative activity that uses communication with the intention of developing positive impressions of the organization that undertakes it between its employees and the dealers or those who are likely to deal with the authority depending on the organization of a communication interaction based on meanings and information that achieve social, economic, or economic purposes or political” (Al-Hiti, 1998, p. 24).

Third: The importance of public relations in the Ministry of Industry and Minerals and its industrial companies: Public relations is one of the important and effective functions in industrial companies, as it produces many products that aim to deliver them to their external audience represented by consumers, investors and institutions that deal with them, while knowing their opinions about their products. (Cortel, 2012, p. 117), in addition to its need to strengthen its relationship with its internal audience represented by its employees to increase their loyalty to it, and here is the importance of public relations activities in determining the trends of the masses (Al-Labadi, 2015, pg. 52), facilitating and developing contact with them and creating mutual understanding to avoid or solve problems or difficulties that faced by the company. (holme, 2013, p. 4) this is reflected in the important role played by public relations in developing preventive and remedial plans, as the preventive plans prevent the occurrence of problems and tensions with the public, while the therapeutic works to solve these problems and correct deteriorating situations and attitudes as they arise and restore the balance in relations to the normal situation. (Younes, 2008, p. 197) in addition, the huge industrial and commercial transformation has organized workers in industrial companies into unions and associations that unite their words and take care of their interests and defend them, and these unions became their official spokesman and gained strength and influence, which made the owners of companies fear them and seek their satisfaction, and the unions use several methods to achieve the workers’ demands, including (persuasion), that is, persuading the public opinion of the justice of their cause to be in their side and represent a pressure card on the companies to achieve the workers’ demands, in this case, companies must face the pressure of the unions with similar pressure and in the same way, which is to win public opinion, and this is what public relations activities do. (Al-Qadat, 2013, p. 33) This industrial transformation also led to an increase in the intensity of competition between industrial companies, and their competition in the supply of products compared to the volume of demanding them, what made companies interested in satisfying the needs and desires of consumers, they began to seek to establish good relations with their audiences and try to gain their trust and work to build a positive mental image of the company, and this led to an increase in interest in public relations activities to achieve these goals. (Al-Aaq, 2020, page 16), the success of this interest and the achievement of the desired goals is accompanied by the budgets allocated by companies for public relations, and this was supported by most experts and specialists, including what (Sandra Oliver) mentioned in her book (Communications and Public Relations Companies), when she said, “The Increasing recognition of the importance of public relations by industrial companies means a large allocation of budgets, and increasingly to public relations, which in turn requires greater numbers of qualified and dedicated employees.(Oliver, 2004, p. 445). The researcher believes that the basis mentioned above, if available as they should, and public relations activities have been practiced according to a well-studied scientific basis, and a planned methodology, and have followed the appropriate methods and means, will be able to play a role that goes with their importance, and will achieve the desired goals, the most important of which is building a good mental image for institutions in general and for industrial companies in particular, because their survival and success depends mainly on the nature of their mental image and the extent of their appearance that satisfies their internal and external audience, and most institutions, especially industrial ones, have felt that public relations activities are the best way to achieve this, therefore, public relations activities have occupied their place in the
organizational structures of most modern institutions and have become an integral part of public administration, not just completing it. (Berman, 2012, p. 14). Despite the varying interest in public relations activities within these institutions, the urgent need for them has become a given, and that allocating budgets to practice their activities and implement their plans and programs is an important matter with logical and objective justifications. (Abda, 2004, p. 11), and most of the institutions, companies, organizations, political parties, bodies and unions are showing a clear interest in public relations and establishing their own departments, or using offices and specialists in the field of public relations, allocating budgets to them and improving the use of their means and methods in a manner consistent with their needs and the nature of provided Services, goods, etc. (Nasser, 2008, p. 189)

Fourth: The objectives of public relations in the Ministry of Industry and Minerals and its industrial companies:

The goal can be defined as a specific result that organizations seek to reach in a specific period of time through their various contacts and various activities, or it is the state of hope that organizations aspire and seek to achieve. (Al-Nuaimi, 2002, pg. 30). The goals that these institutions seek to achieve vary, depending on their diversity, the different policies they follow, and the results they want to reach. Of course, this diversity and difference leads to different public relations goals from one institution to another. (Al-Jarida, 2013, pages 144-145), and this difference depends on the nature of its work, the diversity of its objectives, functions and activities, the extent to which the institution’s senior management cares about its audiences, whether internal or external, and what it allocates to managing public relations of resources and capabilities, and the extent of the impact of society and the environment surrounding the institution in its policies and activities. Ajwa, Introduction to Public Relations, 1999, p. 37). No matter how different or diversified the objectives of public relations are, they must be clear, because clarity of objectives is very important for any institution that seeks to achieve success, as this enables it to identify the appropriate methods and means to achieve those objectives. (Al-Shami, 2013, p. 19), and since all institutions seek to achieve success in their business, and this success depends on the extent to which their audiences accept them and their confidence in the services or products they provide, it is necessary to build bridges of communication and understanding between institutions and their audiences, and to gain their trust and support. (Al-Uqabi, Principles of Public Relations, 2010, p. 35) This is the ultimate goal of public relations that seeks to achieve harmony and persuasion between institutions and their audiences and to achieve a balance between their interests. (Shaaban, 2008, p. 32), this is what industrial companies and their public relations strive for, as they aim to familiarize their audience with their activities and create a good reputation, and build an excellent mental image of them with their dealers and employees, on the basis of accurate data and honest information, and it also aims at developing good relations between the members of its internal audience on one hand and between the company’s management on the other hand (KOTLER & KELLER, 2012, p. 527) and finding quick solutions to problems.

The objectives of public relations in the Ministry of Industry and Minerals and its industrial companies can be defined as follows:

1- A correct and convincing definition of the importance of the Public Relations Department and its activities, and gaining the approval and satisfaction of the senior management and the public about it. (Al-Dulaimi, Human Engineering and Public Relations, 2011, p. 43)

2- Building the company's identity and reputation and drawing up and implementing plans and programs that maintain its sustainability through the methods and means that are appropriate with it and its audience. (Martina, 2005, p. 371)

3- Assisting senior management in setting their policies and drawing their plans for the public, defining and explaining them to gain their trust and support towards the company they deal with in order to achieve the set goals” (Al-Qadas, 2013, p. 35)

4- Continuously informing the public of the company's policy, services and products, in order to strengthen constructive cooperation, develop loyalty and belonging to the company, and fight rumors and propaganda. (Al-Zubaidi, 2014, p. 25)

5- Creating understanding and instilling confidence between the company's management and investors for the success of the investment process and to ensure the company's stability and development. (Al-Dulaimi, Public Relations in Application, 2013, p. 41)

6- Identifying the trends, needs, tendencies and desires of the company's audience to work on achieving them and taking responsibility for developing plans and programs that are compatible with them (Nasser, 2008, p. 205)

7- Providing an appropriate atmosphere that helps the company build a mental image and positive impressions about it in the minds of its internal and external masses, to ensure its survival, continuity and growth, and work to strengthen or improve this image if it tends to a negative trend. Afifi, 2014, pg. 4)

8- Providing advice and consultant to the company's senior management and its divisions, to take appropriate
decisions and develop sound plans and programs regarding public relations and its communication activities. (Freitag & Stokes, 2009, p. 7)

9- Developing cooperation between the various departments and divisions of the company, and between them and the senior management to provide the necessary information and data (Hafez, 2009, p. 28)

10- Activate relations and communications between the company and other companies that deal with it or benefit from its services and products, in addition to continuing and developing relations and communications with other media. (Al-Uqabi, Public Relations in Economic Institutions, 2014, p. 59)

11- Raising production capacity by providing material and moral factors, increasing the benefits of the company and its employees by setting plans and programs for developing factories, equipment and products, and increasing sales outlets.

12- Paying attention to receiving the comments, suggestions and desires of distributors, because of their decisive impact on the future of industrial companies, especially with regard to the type of product, its shape, the way it is packaged, and how and where it is presented. (2015, p. 59)

13- Distributors are the link between the company and its customers, and it is their responsibility to make the company succeed or fail. (Al-Labadi, 2015, p. 59)

14- Overcoming obstacles that facing the company and dealing with crises preventing it from achieving its goals and the growth of its markets, such as the appearance of advertisements and rumors or the public’s reluctance to provide services and products through regular programs and foundations and a long-term communication campaign.

15- Increasing and developing the company's markets, through the dissemination of new ideas accepted by the public, to contribute to the marketing of its services and products in new areas and new markets. Abu Asba, 2009, p. 112)

16- Helping the organization communicate with employees, investors, government officials and the community in which it operates and maintain positive relationships (LAMB, 2010, p. 534)

17- Building good relations and contacts with the media and working on developing them, as it is one of the most important means through which the company’s news, events and activities can be covered, and the announcement and promotion of its programmers, projects and products, which supports building its mental image among its audiences.

18- Inform employees of the company’s strategic priorities and objectives, and the role they play, train and motivate them to implement these goals, and act accordingly in their communications with external audiences in addition to informing them of major decisions that may affect them, to motivate them to accept and cooperate in their implementation. (Belsemaker, 2013, p. 326)

The third topic: the practical framework: First: A brief overview of the Ministry of Industry and Minerals:
The first nucleus for the formation of the Iraqi industry, was with the beginnings of the formation of the modern Iraqi state after the declaration of its independence and the coronation of Faisal I as king in 1921, as the emergence of modern industry in this period was difficult and slow, because the industry at the end of the Ottoman era was limited to traditional craft industries, and some cotton gins, mills and primitive textile workshops, modern factories did not appear to exist in Iraq until the beginning of the thirties, after the government issued an amendment to the customs tariff law in 1927, according to which industrial projects were exempted from customs duties on imported machinery and equipment (KJJ, 2002, p. 124), then it issued the Industrial Projects Promotion Law No. (14) of (1929), according to which facilities and assistance were granted to factory owners, tax exemptions for existing and new industrial projects, and imported materials. (Al-Obaidi p., 2010, p. 134), and as a result of these encouraging reasons the Iraqi industry took its first steps towards development and expansion, especially after the ending of the British Mandate and the relative stability of political and economic conditions. Some Iraqi, Arab and foreign investors have established some modern factories (Al-Tamimi M., 2019, p. 162), and after the revolution (July 14, 1958) the Ministry of Industry was created under the Law of the Executive Authority of the Iraqi Republic No. (74) for the year (1959) to take over carrying out all work aimed at industrialization of the country and supervising governmental and private industrial affairs, then changing the name of the Ministry of Industry to the Ministry of Industry and Minerals according to Revolutionary Command Council Resolution No. (1330) on (12/8 1974) (the official website of the Ministry of Industry and Minerals)

Second: Presentation and Interpretation of the Study
Over decades, the Iraqi industry has gone through many crises, setbacks and wrong policies that have had a significant and noticeable impact on its growth and development, and even on its stabilit. (Al-Subaihwai, 2021), starting with the nationalization of factories and private industrial companies in 1964 and their transformation into public companies affiliated to the state, without a careful study of the impact of this on the reality of the economic and industrial sectors, as this decision led the owners of capital to smuggle their money abroad in addition to a significant decline in production, at the end of autumn (1964), the number of the unemployed
became (20,287) in Iraq. (Al-Samarrai A., 2015, p. 245). Then came the Iran-Iraq war in 1980, which lasted (8) years, to cast a shadow on the industrial sector and the deterioration of its production wheel, through the Iraqi government at that time recruiting a large number of workers in companies and factories and pushed them into the battle fronts, in addition to others having to leave work, either because of the lack of salaries and wages that were very small, or because of the security conditions, to cause a great imbalance and a wide vacuum, forcing those in charge of those factories and companies to try to fill this void with Arab labor, most of whom were (Palestinian and Egyptian) who did not have sufficient professional qualification and experience. (Al-Zalami, 2021) As soon as that war ended in 1988, (Saddam Hussein) gave orders to invade Kuwait in the year (1991), which resulted in a devastating American war on Iraq in the year (1991), which was followed by unjust sanctions and a comprehensive siege imposed by the United States of America and its allies on Iraq for more than (12) years, this matter led to the destruction of the industrial sector like all other sectors of the country, and paralyzed its production wheel by depriving it from importing raw materials as well as industrial machinery and equipment (Al-Awadi, 2021), and after the American occupation in (2003), the accompanying destruction had a great negative impact on all areas of life, and most of the state’s institutions and sectors were looted and destroyed, and its infrastructure was destroyed, especially the industrial sector, which factories and companies were subjected to collapse and halt, due to the looting and sabotage that affected raw materials, machines and equipment, and as soon as industrial companies started by trying to gather its diaspora, solve its conditions, carry out its activities and operate its production wheel, it was surprised by many crises and problems, due to the weak government support whether the legislative or the executive authorities, with the reluctance of its institutions to meet these company’s needs, and the absence of the economic and industrial vision that ensures the growth and development of industrial companies (Abboud, 2012), and drawing policies and making decisions that added heavy burdens, and resulted in many crises for industrial companies, such as the irregular supply of fuel and electric power sufficient to operate factories by the Ministries of Oil and Electricity (Civil, 2021), and an increase in job slack due to the return of thousands of workers who left work in those companies before (2003) for economic or security reasons in away without prior study, the increase in salaries and wages after their return, in light of keeping companies under the weight of the self-financing system, which added great financial burdens on these companies (Al-Janabi, 2021), and the adoption of the open market policy that led to dumping the Iraqi local markets with various imported goods and commodities, at low prices at the expense of quality, efficiency, occupational health and safety, and the lack of customs duties necessary to protect the national industry, at a time when the cost of raw materials and production requirements for industrial companies increased, which led to the closing of a section of factories and Iraqi companies, and the other section’s inability to compete and the difficulty of marketing their local products (Delfi, 2021) The Iraqi political parties have imposed personalities to occupy leadership positions without taking into account professional standards, scientific competence and practical experience (Al-Diri, 2021), which has increased the size of crises and problems in addition to the absence of oversight by the standardization body and quality control over imported products while these procedures are applied to National products, also not activating the Consumer Protection Law No. (1) of (2010) (), and the Iraqi Products Protection Law No. (11) of (2010) (), in a serious and effective way (Akla, 2021), so that most industrial companies turn to be loser companies which is unable to meet its expenses and pay the wages of its employees (Al-Subaihawi, 2021). Then came the policy of (quotas) that industrial companies suffer from, and added other burdens to them. These conditions that industrial companies lived resulted in many repercussions that affected the nature of their mental image in the minds of the Iraqi public. The reality of public relations in the Ministry of Industry and Minerals and its companies, and the practice of its activities and functions, as well as the problems and obstacles faced by the public relations departments at the headquarters of the Ministry and its companies, as the respondents emphasized that the most important main problems that represent a major obstacle to the exercise of public relations activities and functions are the lack of allocations adequate finances, poor planning, and some senior management’s lack of appreciation for the companies affiliated to the Ministry of the importance of public relations activities and functions, in addition to the lack of specialized cadres, because most of the public relations workers are from different specializations and not from media and public relations.

Conclusions
Based on the results of the field research, the researcher reached the following conclusions:

1. The industrial companies in the Ministry of Industry and Minerals do not adopt the media certificate as a basic requirement in hiring people in the media and public relations departments.
2. The media and public relations departments in the industrial companies in the Ministry of Industry and Minerals suffer from several obstacles, the most prominent of which is the lack of financial allocations, and this is reflected in the activities and functions of public relations in those companies.
3. The Ministry of Industry and Minerals and its companies were affected by the non-implementation of the
Consumer Protection Law, the Iraqi Products Protection Law, and the Customs Tariff Law.
4. The political quotas affected the appointment of positions in the Ministry of Industry and Minerals and its companies, and this was reflected in the level of its performance.
5. The impact of the open market policy and dumping local markets with imported products on the competitiveness of the companies of the Ministry of Industry and Minerals.

Recommendations
Based on the data that emerged from the research, the researcher recommends the following:
1. The necessity of providing the public relations departments in the Ministry of Industry and Minerals and its companies with specialists in the media and public relations, especially those with higher degrees, as they are more capable of advancing the reality of public relations and achieving their desired goals.
2. Adoption of scientific criteria and conditions in selecting employees in the public relations departments of the Ministry of Industry and Minerals and its companies, taking into account the need to give equal opportunities to both sexes.
3. Providing the necessary financial allocations and the required work requirements for the public relations departments to be able to advance their professional status and practice the required activities and jobs.
4. Involving workers in the public relations departments of industrial companies, in training courses inside and outside Iraq, to develop their performance and raise their efficiency, and to inform them of the importance of public relations activities and functions in achieving the goals of the Ministry of Industry and Minerals and its companies, and building its mental image so that they can optimally use those activities and functions in achieving the desired goals.
5. Involving senior management in the Ministry of Industry and Minerals and its companies, with seminars or training courses to familiarize them with the importance of public relations and its ability to contribute effectively to achieving the company's goals.
6. The optimal investment of modern means and methods of communication, to maintain communication and interaction with the masses, to contribute to achieving the objectives of the Ministry of Industry and Minerals and its companies.
7. Providing the necessary support for the Iraqi industry by the legislative and executive authorities.
8. Serious endeavor to implement the Consumer Protection Law, the National Product Protection Law, and the Customs Tariff Law in a serious and effective manner, with the need to activate the supervisory role of the standardization and quality control body.
9. Solving the problem of the open market policy, saving local markets from the invention of imported products, and controlling and decreasing their import.
10. Solving the problem of job slack and disguised unemployment to ease the financial burdens on industrial companies and ensuring the rights of employees.
11. Activating the principle of the right man in the right place, away from favoritism and political quotas.
12. Providing the appropriate environment to encourage participation and investment in industrial companies, due to its positive repercussions on the reality of industrial companies, and building their mental image.

References


