

1. Public relations are art, in the sense that they adopt social science applications, It depends on special skills in applying different theories, And individual preparations vary from one specialist to another. Industrial and large production emergence: The rise of the industrial revolution in the early 19th century led to a development Immense in production tools and methods, and as a result of the application of the principles of scientific management The massive industries that attracted thousands of workers and millions have emerged Consumers, there have been problems in the relationship between the employer (and the representative) In the board of directors and workers inside these factories, and the holder of this development Forming workers' unions to defend their interests towards the senior management, and they have established Strikes from time to time to protest against ill-treatment alive, and demand By providing better working conditions or payment systems that are commensurate with the effort made, and it is Here, public opinion has increased pressure to fair workers and meet their demands, and that's why I have appeared The importance of having a link between management and workers (inner audience) to explain The Organization's view of its policies and procedures. At the State level as a whole, increased political awareness and the establishment of regimes have led to increased regimes Democracy to the interest of Governments in influencing public opinion both locally and locally International through various media or existing organizations and directed Research to study impact and grooming methods and established specialized units To analyst public opinion and to identify individual views on issues and problems The ones raised to consider when decisions or policies are taken to avoid Crisis and strikes. Growing competition: The proper way of industry has increased production and thus The supply of products has increased the volume of demand, and the market shifts from The vendor market (lack supply of a particular commodity or service for the request It has to a buyer market, and this development has resulted in a more severe competition Between companies trying to please the consumer and Ash sold their wishes, and it did This competition is to pay attention to satisfying and taking consumer needs and desires By establishing good relations with the corporate and public opinion audiences To try to break the support and trust of these masses, and to work on creating a mind-based image Good for the company in the eyes of the audiences compared to other companies. On the other hand, the emergence of large-scale production has led to a distance The distance between product and consumer and the participation of groups of individuals or Organizations (Brokers) to facilitate the availability of goods to consumers, and this has led to me The number of people connected to organizations has increased and the importance of having good relations with them Eventually satisfy these groups and attain the Organization's objectives at the same time. Public relations are necessary and must be found in all Enterprises, at all levels, are involved in the business Industry, Administration, Education, Health, Army, and others, as they are in Advanced and developing societies, both and among the masses in different ways Communities. 2.3.4.5.2.3.4.5.6.7.