

The Contents Of Public Relations Programs On Democracy Issues (An Analytical Study In The Relevant Government Institutions)

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Abstract

This research attempts to show the contents of public relations programs in government institutions concerned with publishing issues and topics of democracy, and to show the importance of those programs in spreading awareness about them. The results show the extent of the interest of the High Electoral Commission in publishing the topics of democracy in its programs and activities, as it came in the first place with (568) activities, and in the second place, the Human Rights Commission ranked with (294) activities, while the Iraqi Media Network ranked last with (198) activities. The results of the analysis also showed a discrepancy in the extent of interest in the application and dissemination of democracy issues and topics. As the topic (electoral practice) ranked first with a rate of 43.4%, and then the topic of (political representation) ranked second with a rate of 17.6%, followed by the topic of (Political culture) ranked third with a rate of 16.5%,. The topic (rights and public freedoms) came in fourth place with a rate of 12.9%, while finally the topic (government performance) came in with a rate of 9.6%, research recommendations (Research recommendations). The researcher recommends the concerned state institutions to increase the volume of public relations programs and diversity in the content of the presented media material that touches on the topics of democracy in a broader way, and focus on issues of rights and public freedoms and their importance in building citizenship. A sense of responsibility, national belonging and a balanced discourse in a country of multiple nationalities, sects and religions. The researcher recommends the necessity of involving public relations specialists in the process of preparing public relations programs in the institutions concerned with publishing democracy issues, even in an advisory capacity at least.

Key words: Public relations programs, topics of democracy.

Introduction

Our nation still faces issues of a different sort, as it faces many and diverse hazards, particularly after the political structure was transformed into a democratic one. Its ideals and standards, as well as what this superstructure necessitates of an integrated

cultural, intellectual, political, and social system in relationships and patterns of conduct between society and the state, as well as between diverse social and political forces and people and organizations. With regard to democratic issues, it is the foundation for the actual application of the state's political system, thus the importance and role of

public relations programs as a means for that system to achieve democracy awareness in the general community through the communicative process. It is a vital part of the structure of marketing and consolidating the political system, and the importance of this research project becomes clear in identifying the consequences of public relations programs in promoting democracy concerns and raising public awareness that understands and adopts democratic concept Rati and lives in its infrastructure and everyday activities

Chapter one: the methodological framework of the research

First: the search problem

The problem of our study is embodied in the absence of clear methods and trends in dealing with the issue of democracy in Iraq in light of the prevalence of a state of intellectual flatness of its topics, which is negatively reflected on what can be aspired to by democratic achievement. By adopting sound scientific programs that will make the masses aware of their democratic rights and freedoms and their civil duties, and this is what will make the government always "simulate the desires, tendencies and trends of the public, and reach a state of consensus and balance in the general system of the state. Based on Based on the foregoing, the research problem can be identified by the main question that is (what are the limits of employing public relations programs in relation to the issues of democracy?) and through this question the following questions branch out:

1. What are the contents of the public relations programs presented to the Iraqi public on the issues of democracy?
2. What are the main formal categories of public relations programs in the research sample institutions?
3. What are the topics of democracy in the public relations programs of the research sample institutions?

Second: The importance of research

1. The research seeks to constitute a cognitive addition to the literature concerned with the contents of public relations programs and the topics of democracy, and the related issues that constitute an integrated knowledge framework.
2. To benefit those interested in democracy affairs and its mechanisms and those in charge of spreading democracy issues of the results that will be reached, which will enable them to review their plans in preparing programs bearing democratic contents.
3. Attempting to achieve a scientific addition to the academic library by researching this important topic and the basis for society in general and for the structure and stability of the political system in particular, and the results and recommendations that the research can reach, which may open new horizons for researchers to embark on future research and studies.

Third: Research objectives

Based on the questions raised in the research problem, the current research aims to:

1. Disclose the contents of public relations programs presented to the public on the issues of democracy.
2. Disclosure of the main formal categories in the public relations programs in the institutions of the research sample.
3. Identifying the topics of democracy in the public relations programs of the research sample institutions.

Fourth: The type and method of research

This research is a descriptive research, and the method used is the survey method, as the researcher used the content survey to analyze the contents of public relations programs presented to the Iraqi public on the issues of democracy. The institutions of the research sample (the Independent High Electoral Commission, the High Commission for Human Rights, the Iraqi media network). During the specified period of the study by means of the content analysis tool.

Fifthly: Research areas

1. The spatial scope of the research: The spatial scope of our research was determined by the three institutions (the Independent High Electoral Commission, the High Commission for Human Rights, and the Iraqi Media Network).
2. The temporal domain of the research: The temporal domain of the research was determined for a period of four months and 10 days, which started from (1 June 2021) and ended (October 10, 2021).
3. The objective area of research: represented by analyzing the content of public relations programs concerned with spreading democracy issues in the institutions of the research sample, represented by (the High Electoral Commission, the High Commission for Human Rights, the Iraqi Media Network) during the specified period and in a comprehensive inventory method.

Sixth: search tools

The researcher relied on the content analysis tool to analyze the form and contents of public relations programs presented to the Iraqi public, with the aim of identifying the topics and issues addressed. Based on the preliminary analysis of the sample represented by public relations programs and other activities in the three institutions of the research sample, then the researcher designed a content analysis form, which included (5) main categories and (50) sub-categories. Representing the analysis of the contents published during the research period that was determined by the researcher, while the formal analysis consists of (5) main categories and (19) sub-categories.

Seventh: Honesty and Constancy Procedures

A- Honesty: it means the ability of the measuring tool to measure what it was

designed to measure, and honesty is achieved through the tool's honesty, which is (apparent honesty) which expresses the arbitrators' agreement that the tool is actually valid" to achieve the goal for which it was prepared (Al-Hamid, 2009, pages 429). -430), and in order to find out the validity of the tool, the researcher presented the content analysis form to a group of expert arbitrators as in Table (1) to judge its validity. The extent of the agreement of the arbitrators experts on the total categories of the analysis form, as the percentage of agreement in it reached (94.2%), as shown:

The sum of the paragraphs agreed upon by the experts

$$\begin{aligned} \text{Honesty} &= \frac{\text{The sum of the paragraphs agreed upon by the experts}}{\text{The total number of paragraphs}} \times 100 \\ &= \frac{819}{869} \times 100 = 94.2 \% \end{aligned}$$

b- Stability: it means the extent of the stability of the results reached by the researcher if the measurement is repeated on the same characteristic. %), and this was done by relying on another researcher, and it was found after re-testing that the difference is small according to (Holstey's equation) and a degree of stability reached (95%) and as follows:

$$\text{stability coefficient} = \frac{x^2}{y_1 + y_2}$$

Where: x = the number of cases of agreement between the first researcher and the second researcher = 71

y1 = the number of cases coded by the first researcher = 79

y2 = the number of cases encoded by the second researcher = 71

$$\begin{aligned} \text{stability coefficient} &= \frac{x^2}{y_1 + y_2} = \frac{2 \times 71}{71 + 79} \\ &= \frac{142}{150} = 95\% \end{aligned}$$

Table (1) shows the percentage of agreement of expert arbitrators on the paragraphs of the content analysis form

	The name of the scientific expert	exact jurisdiction	Total number of categories	Agreed Categories	agreement ratio
1	Prof. Muhammad Hassan Al-Amri	University of Baghdad - Public Relations	79	71	89,9%
2	Prof. Dr. Abdel Aziz Qabalan	Damascus University - Public Relations	79	73	92,4%
3	Prof. Jihad Kazem Al-Akaili	Al-Amal University College - Public Relations	79	77	97,5%
4	Prof. Mortada Shanshul Sahi	Maysan University - Political Science	79	77	97,5%
5	Prof. Muhannad Abdel Sattar	University of Baghdad - Psychology	79	77	97,5%
6	Assist. Prof. Raya Qahtan Al-Hamdani	University of Baghdad - Public Relations	79	73	92,4%
7	Assist. Prof. Jassem Tarish Al-Aqabi	University of Baghdad - Public Relations	79	74	93,7%
8	Assist. Prof. behind Karim Kyoush	Wasit University - Public Relations	79	74	93,7%
9	Assist. Prof. Jaafar Kazem Jabr	Maysan University - Public Law	79	77	97,5%
10	Assist. Prof. Adel Abdul Razzaq Al Ghurairi	University of Baghdad - Radio and TV Journalism	79	74	93,7%
11	Assist. Prof. Mustafa Hussein Abdul Razzaq	Wasit University - Political Science	79	72	91,1%
Sum			869	819	869

The second chapter: the theoretical framework of the research

First: The concept of public relations programs and their importance in government institutions

Public relations programs are one of the most important topics undertaken by those in charge of public relations, because the success of the program means that behind it successful and effective efforts. The good preparation and effort expended in designing these programs is not a simple measure, but rather it needs those who do it to be aware of the concept of public relations. And its objectives, roles, methods and means, as the more carefully and carefully studied the directed message, the more successful and influential the program will be in the audience (Arif, 2010, p. 75).

(Gregory, Ann) defines the program as (a set of activities prepared for the implementation

of the plan, in terms of determining the appropriate means of communication, and defining the objectives to be achieved according to the directions of the institution) (Gregory, 2010, p. 46). Many governments have been concerned with the preparation of relationship programs. An effective and influential public opinion as a result of the level of development in it as well as political conflicts and the multiplicity of needs and aspirations of the public and the emergence and diversity of modern means of communication. By communicating information and building an element of trust (Osman, 2015, p. 45), its importance can be summarized in the following points:

1. Preparing the public to convey new opinions and ideas and gain their support (Al-Shammari M., 2016, p. 18).
2. Public relations programs help to know the real trends of the public and to

identify their needs and aspirations, which helps to make adjustments in the institution's policy (Othman, 2015, pg. 48).

3. Programs help the institution and the community to overcome the obstacles it faces by instilling the concept of social responsibility in the hearts of its audience and encouraging participation (Al-Rubaie, 2009, p. 36).

Second: Topics and issues of democracy in Iraq

After 2003, Iraq witnessed an attempt to build a civil democratic state based on the rule of the people and institutions, as a result of the political change that took place, although this change was not the product of an internal environment, but came with an external military tool that overthrew the ruling regime. This did not prevent Iraqi ambitions to become a valuable democracy. One of the values that we exchange or to be the main pillar in the new political system, considering that the democratic system is the most suitable for governance. Its flexibility and modifiability and facing emergency developments, and despite this democratic transformation, the process of democratic construction faced many difficulties. The problem of implementing democracy in Iraq is a problem in the political practice of power that needs a legal and political reference that it derives from the constitution, as well as "the prevalence of a culture of societal awareness and the presence of efficient and impartial political elites (Al-Eidani and Al-Badawi, 2019, pg. 9)." Most of the time, there is a decline and instability, as supporting and strengthening democracy issues needs continuous evaluation and effective feeding so that it does not quickly regress or end. Under the weight of the past (Researchers, 2018, pg. 11), studies have developed regarding measuring democracy issues, and

the indicators for measuring them are almost limited to five main categories: (electoral process, parliamentary representation, political culture, government performance, public rights and freedoms) (Democracy Index 2020, 2021). Therefore public relations take a path from its programs to reach the public and achieve understanding with it through the activities of its various programs such as community seminars, campaigns and publications (Settle, 2007, p. 215). Considering public relations is a democratic practice that means dialogue to reach a state From the understanding, and this understanding comes through studying the needs of the public, providing information, finding common points, and preparing public opinion to serve the national interest (Al-Labadi, 2014, pages 99-100).

The third chapter: the practical framework of the research

This chapter includes a presentation of the practical research results of the public relations programs in the three institutions of the research sample. These results are presented according to two axes:

First: Categories of implicit analysis (what was said?): The researcher categorized the topics of democracy into five main topics and arranged them in order from highest to lowest according to their ranks, frequencies and percentages, where they were classified and distributed according to their application by the research sample institutions. There is a discrepancy in the percentages between the three institutions in the extent of interest in applying the issues of democracy, and from the results it becomes clear the extent of the interest of the High Elections Commission in spreading democratic issues in its programs and activities. While the Iraqi Media Network ranked third with (198) recurrences, and as shown in Table (2):

Table (2) shows the main themes of democracy

Institutions concerned with democratic practices	High Commission	Independent High Electoral Commission	The Iraqi media network	Total Repetition	percentage
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		for Human Rights							
	main themes	X	%	X	%	X	%		
1	Electoral practice and pluralism	73	24,8%	266	46,8%	121	61,1%	460	%43,4
2	political representation	77	26,2%	73	12,9%	37	18,7%	187	%17,6
3	political culture	26	8,9%	128	22,5%	20	10,1%	174	%16,5
4	Public rights and freedoms	87	29,6%	38	6,7%	12	6,1%	137	%12,9
5	The performance of the government and parliamentary authorities	31	10,5%	63	11,1%	8	4%	102	%9,6
Sum		294	294	100%	568	100%	198	100%	1060

It is evident from the above table that the issue of electoral practice ranked first over the rest of the issues of democracy with a rate of 43.4%, while the category (the performance of the government and parliamentary authorities) ranked last with a rate of 9.6%.

Table (3) shows the sub-topics of electoral practice and pluralism

Institutions concerned with democratic practices		High Commission for Human Rights		Independent High Electoral Commission		The Iraqi media Network		Total Repetitions	percentage
	Subthemes of Electoral Practice and Pluralism	x	%	x	%	x	%		
1	Holding free and fair early elections	35	47,9%	49	30,6%	37	21,1%	121	29,7%
2	electoral security	9	12,3%	47	29,4%	26	14,9%	82	20,1%
3	Legal frameworks regulating the electoral process	13	18%	23	14,4%	24	13,7%	60	14,7%
4	Equality in public office	2	2,7%	13	8,1%	25	14,3%	40	9,8%
5	Make constitutional amendments	14	19,1%	0	0%	21	12%	35	
6	Equal opportunity for candidates	0	0%	24	15%	9	5,1%	33	8,1%
7	multiparty	0	0%	3	1,9%	12	6,9%	15	3,7%
8	Peaceful transfer of power	0	0%	1	0,6%	11	6,3%	12	2,9%
9	Opposition chances	0	0%	0	0%	8	4,6%	8	1,9%
10	Freedom of political and civil organization	0	0%	0	0%	2	1,1%	2	0,5%
Sum		73	100%	160	100%	175	100%	408	100%

It is clear from the above table that the category (holding free and fair early elections) came first with a rate of 29.7%, while the category (freedom of political and civil organization) came in last with a rate of 0.5%.

Table (4) shows the sub-topics of the performance of the government and parliamentary authorities

Institutions concerned with democratic practices		High Commission for Human Rights		Independent High Electoral Commission		The Iraqi media Network		Total Repetitions	percentage
	Sub-themes of the performance of government and authorities	x	%	x	%	x	%		
1	Threats from outside powers	0	0%	16	31,4%	41	28,3%	57	25,1%
2	independence of the military	0	0%	20	39,2%	9	6,2%	29	12,8%

3	Imposing government sovereignty over the territory of the country	11	35,5%	0	0%	13	9%	24	10,6%
4	Independence of the Iraqi judiciary	5	16,1%	0	0%	16	11%	21	9,3%
5	Domination of local forces and groups	11	35,5%	0	0%	6	4,1%	17	7,5%
6	Accountability of political parties	0	0%	9	17,6%	7	4,8%	16	7%
7	Monitor the performance of the government and its institutions	0	0%	3	5,9%	11	7,6%	14	6,2%
8	Government transparency	3	9,7%	2	3,9%	8	5,5%	13	5,7%
9	Exposing corruption within state institutions	1	3,2%	0	0%	12	8,3%	13	5,7%
10	Controlling the exercise of the performance of the three powers	0	0%	0	0%	11	7,6%	11	4,8%
11	Confidence in the participating parties	0	0%	1	2%	6	4,1%	7	3,1%
12	People's trust in the government	0	0%	0	0%	5	3,5%	5	2,2%
Sum		31	31	100%	51	100%	145	100%	227

It is evident from the above table that the category (threats from external forces) came in first place with a rate of 25.1%, while the category (people's trust in the government) came in last with a rate of 2.2%.

Table (5) shows the sub-topics of political representation

Institutions concerned with democratic practices		High Commission for Human Rights		Independent High Electoral Commission		The Iraqi media Network		Total Repetitions	percentage
	Subtopics of political representation	x	%	x	%	x	%		
1	Women's participation in political work	10	12,8%	43	64,1%	16	23,5%	69	32,4%
2	The influence of minorities in political action	20	26%	5	7,5%	11	16,2%	36	16,9%
3	Participation in demonstrations and protests	12	15,3%	8	11,9%	13	19,1%	33	15,5%
4	The government's interest in the education system to enhance political participation	17	21,7%	3	4,5%	2	2,9%	22	10,3%
5	Affiliation with political parties and non-governmental organizations	4	5,1%	7	10,5%	9	13,3%	20	9,4%
6	Citizens' interest in political events and their follow-up through the media	7	8,9%	0	0%	6	8,8%	13	6,1%
7	Coexistence and civil peace	8	10,2%	0	0%	4	5,9%	12	5,6%
8	Citizens' interest in politics	0	0%	1	1,5%	7	10,3%	8	3,8%
Sum		78	100%	67	100%	68	100%	213	100%

It is clear from the above table that the category (women's participation in political work) ranked first with a rate of 32.4%, while the category (citizens' interest in political affairs) ranked last with a rate of 3.8%.

Table (6) shows the sub-topics of political culture

Institutions concerned with democratic practices		High Commission for Human Rights		Independent High Electoral Commission		The Iraqi media Network		Total Repetitions	percentage
	Sub-themes of political culture	x	%	x	%	x	%		
1	Electoral awareness and education	11	34,3%	98	52,4%	43	36,7%	152	45,2%
2	Participation in the elections	10	31,2%	53	28,3%	36	30,8%	99	29,5%
3	People's support for democracy	0	0%	15	8,1%	9	7,7%	24	7,1%
4	Culture of dialogue and acceptance of other opinion	0	0%	12	6,4%	7	5,9%	19	5,6%
5	Awareness of democratic practice	2	6,3%	8	4,3%	7	5,9%	17	5,1%
6	Confidence in the public order of the state	3	9,4%	1	0,5%	5	4,3%	9	2,7%
7	Promoting citizenship values	3	9,4%	0	0%	6	2,6%	9	2,7%
8	Renouncing the concepts of hatred and extremism	3	9,4%	0	0%	4	3,5%	7	2,1%
Sum		32	100%	187	100%	117	100%	336	100%

It is clear from the above table that the category (electoral awareness) ranked first with a rate of 45.2%, while the category (renouncing the concepts of hatred and extremism) ranked last with a rate of 2.1%.

Table (7) shows the sub-indicators of the public rights and freedoms index

Institutions concerned with democratic practices		High Commission for Human Rights		Independent High Electoral Commission		The Iraqi media Network		Total Repetitions	percentage
	Sub-themes of rights and freedoms	x	%	x	%	x	%		
1	Media monitoring of the electoral process	1	1,1%	27	62,8%	13	26%	41	22,8%
2	Freedom of the media to control the authority	5	5,8%	9	20,9%	9	18%	23	12,8%
3	Discrimination and equality among citizens	17	19,6%	0	0%	5	10%	22	12,2%
4	Violations and torture in prisons	22	25,3%	0	0%	0	0%	22	12,2%
5	Freedom of belief, religion and thought	13	14,9%	0	0%	5	10%	18	10%
6	Citizens enjoy personal freedoms	6	6,9%	2	4,7%	7	14%	15	8,3%
7	Freedom of speech	1	1,1%	4	9,3%	7	14%	12	6,7%
8	Freedom to appeal in some cases	10	11,5%	0	0%	2	4%	12	6,7%
9	family violence issues	6	6,9%	0	0%	0	0%	6	3,3%
10	Freedom to use the Internet without restrictions	2	2,3%	1	2,3%	2	4%	5	2,8%
11	Citizens' freedom of ownership	3	3,5%	0	0%	0	0%	3	1,7%
12	freedom of union action	1	1,1%	0	0%	0	0%	1	0,5%
Sum		87	100%	43	100%	50	100%	180	100%

It is evident from the above table that the category (media monitoring of the electoral process) ranked first with a rate of 22.8%, while the category (freedom of trade union work) ranked last with a rate of 0.5%.

Second: Categories of formal analysis (how was it said?): The researcher

subjected public relations programs and other activities concerned with democratic issues in the institutions of the research sample to formal analysis, where the formal categories were classified into sub-categories to be analyzed and arranged in order from highest to lowest. According to their ranks, frequencies and percentages, as shown in Table No. (8) below:

Table (8) the relative distribution of the main formal categories in the public relations programs of the research sample institutions

Institutions concerned with democratic practices		High Commission for Human Rights		Independent High Electoral Commission		The Iraqi media Network		Total Repetitions	percentage
	The main formal categories	x	%	x	%	x	%		
1	Highlight Items Category	26	29,2%	102	36,3%	114	51,4%	242	40,9%
2	Design Components Category	36	40,5%	68	24,2%	20	9%	124	20,9%
3	Image type category	10	11,2%	48	17,1%	34	15,3%	92	15,6%
4	character class	4	4,5%	42	14,9%	35	15,8%	81	13,7%
5	language category	13	14,6%	21	7,5%	19	8,5%	53	8,9%
Sum		89	100%	281	100%	222	100%	592	100%

Where the results showed a discrepancy in the percentages in the extent of interest in applying the technical and formal methods to the productive programmes, and from the results. It is clear the extent of the interest of the Electoral Commission in employing

technical and formal methods in its programs, as it ranked first with a rate of (281) recurrence, and came second.” The Iraqi Media Network (222) Repeatedly, while the Human Rights Commission came last, with (89) recurrences.

Table (9) the relative distribution of the category of highlighting elements in the public relations programs of the research sample institutions

Institutions concerned with democratic practices		High Commission for Human Rights		Independent High Electoral Commission		The Iraqi media Network		Total Repetitions	percentage
	Highlight Items Category	x	%	x	%	x	%		
1	Addresses	13	50%	27	26,5%	20	17,5%	60	24,9%
2	Pictures	7	26,9%	21	20,5%	13	11,4%	41	16,9%
3	visual effects	0	0%	17	16,7%	24	21%	41	16,9%
4	Colors	3	11,5%	12	11,8%	14	12,3%	29	11,9%
5	animated separator with text	2	7,7%	9	8,8%	18	15,8%	29	11,9%
6	Sound effects	0	0%	10	9,8%	17	14,9%	27	11,2%
7	animated separator without text	1	3,9%	6	5,9%	8	7%	15	6,3%
Sum		26	100%	102	100%	114	100%	242	100%

It is clear from the above table that the category (titles) came first with a rate of 24.9%, while the category (animated break without text) came in last with a rate of 6.3%.

Table (10) the relative distribution of the category of design components in the public relations programs of the study sample institutions

Institutions concerned with democratic practices		High Commission for Human Rights		Independent High Electoral Commission		The Iraqi media Network		Total Repetitions	percentage
	Design Components Category	x	%	x	%	x	%		
1	character	25	69,4%	15	22,1%	11	55%	51	41,1%
2	Logos	0	0%	40	58,8%	1	5%	41	33,1%
3	cartoons	11	30,6%	13	19,1%	8	40%	32	25,8%
Sum		36	100%	68	100%	20	100%	124	100%

It is evident from the above table that the (fee) category came first with a rate of 41.1%, while the category (caricatures) came in the last rank with a rate of 25.8%.

Table (11) Relative distribution of the category of image types in the public relations programs of the research sample institutions

Institutions concerned with democratic practices		High Commission for Human Rights		of the Independent Electoral Commission		The Iraqi media Network		Total Repetitions	percentage
	Category of image types	x	%	x	%	x	%		
1	infographic	0	0%	30	62,5%	21	61,8%	51	55,4%
2	Avatars	0	0%	10	20,8%	8	23,5%	18	19,6%
3	photorealistic (live)	8	80%	6	12,5%	4	11,8%	18	19,6%
4	expressive images	2	20%	2	4,2%	1	2,9%	5	5,4%
Sum		10	100%	48	100%	34	100%	92	100%

It is clear from the above table that the category (infographics) ranked first with a rate of 55.4%, while the category (expressive images) came in the last rank with a rate of 5.4%.

Table (12) the relative distribution of the personalities category in the public relations programs of the research sample institutions

Institutions concerned with democratic practices		High Commission for Human Rights		Independent High Electoral Commission		The Iraqi media Network		Total Repetitions	percentage
	character class	x	%	x	%	x	%		
1	other characters	4	100%	20	47,6%	22	62,8%	46	56,8%
2	public figures (famous)	0	0%	22	52,4%	13	37,2%	35	43,2%
Sum		4	100%	42	100%	35	100%	81	100%

It is clear from the above table that the category (other personalities) ranked first with a rate of 56.8%, while the category (public personalities) ranked last with a rate of 43.2%.

Table (13) Relative distribution of the category of languages used in public relations programs for the research sample institutions

Institutions concerned with democratic practices		High Commission for Human Rights		Independent High Electoral Commission		The Iraqi media Network		Total Penetitions	percentage	rank
	Language category	x	%	x	%	x	%			
1	Arabic	8	61,5%	11	52,4%	12	63,2%	31	58,6%	first
2	Kurdish language	2	15,4%	5	23,8%	4	21%	11	20,7%	the second
3	other language	3	23,1%	5	23,8%	3	15,8%	11	20,7%	the third
Sum		13	100%	21	100%	19	100%	53	100%	

It is clear from the above table that the category (Arabic language) came first with a rate of 58.6%, while the category (other languages) ranked last with a rate of 30.7%.

Conclusions

1. The three institutions, the research sample, focused in raising awareness and education on democratic issues on the communicative activities of direct public relations programs that are interactive and have the potential to positively influence the public and motivate them to political participation more than other communicative activities.
2. Despite some of the positive topics that the research has produced, democratic issues need to employ more public relations programs and not focus their attention during a specific period or a specific event or emergency circumstance, as the researcher sees the possibility of carrying out larger and more diverse programs and activities throughout the course of the year. The public because the public needs to publish these democratic topics constantly.
3. The results of the research revealed that the Human Rights. Commission did not give importance in its programs or activities to the dissemination of democracy issues with regard to (peaceful transfer of power, equal opportunities, partisan pluralism. Opportunities for opposition, freedom of political and civil organization, control of the performance of the performance of

the three authorities) unlike other institutions The research sample .

4. The results of the research revealed that the Independent High Electoral Commission did not give importance in its programs to disseminate democracy issues related to (the independence of the Iraqi judiciary, the dominance of local forces and groups, exposing corruption within state institutions, controlling the practice of the performance of the three authorities, and promoting the values of citizenship).

Recommendations

1. The researcher recommends the necessity of disseminating the results of this research to the general public, political parties and the media as part of the process of public education on the issues of democracy.
2. The researcher recommends the concerned state institutions to increase the volume of public relations programs and diversify the content of the presented media material that touches the topics of democracy more broadly and focus on the issues of rights and freedoms and their importance in building citizenship and a sense of responsibility and national belonging and a balanced discourse.
3. The researcher recommends the need for the government to pay attention to the development of programs directed

towards the issues of democracy by directing media institutions to allocate advertising spaces within the various television programs dealing with the topics of democracy and introducing the individual to public rights and freedoms.

4. The researcher recommends the Ministry of Higher Education and Scientific Research to spread the culture of human rights and introduce democratic issues and to include its concepts in university education curricula within the democracy or human rights syllabus that are taught in universities and colleges in order to build a democratic national awareness.

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