The use of public relations in websites to build a mental image in government institutions: A field study for the site of Babylon Governorate

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Abstract

This research examines how to use public relations on the website of the Babylon Governorate Office in shaping the mental image of the governorate in the minds of its audience. The problem of the research lies in the lack of clarity of this method. And the methods of employing public relations that they use in forming the mental image, and to achieve this, the survey method was used by preparing a questionnaire and distributing it to workers in the media and public relations departments in the office of the province of Babylon in a comprehensive inventory method The research reached several results, the most prominent of which is that the public relations practitioners in the office of the province of Babylon used most of the methods of employing public relations and were not satisfied with one method, which was reflected in the sum of the choices for these methods and the formation of a positive mental image of the province, which totaled 80 choices, and formed the two methods of image and sound focus on projects Achieved in the governorate in all media outlets, and investing all available technologies to employ public relations and provide and facilitate electronic communication services. By opening multiple pages on Facebook to promote the governorate's activities, and responding immediately to the inquiries of the public following the governorate's website and its pages on social networking sites, and then employing public relations by not neglecting any question from the public through the website and answering them no matter how embarrassing it is.

Keywords: public relations; government institutions; Babylon Governorate

Introduction

In light of the development and technical and technological progress, public relations seek to provide the best at all levels, in addition to assisting the institution and the society based on pluralism in making decisions. Therefore, most government institutions tended to build their own website to secure their communication with their internal and external audience after the digital nature imposed The new media message has a degree of momentum, interaction and activity on the process of consuming, circulating, storing and producing information, as well as building a positive image of it and displaying its communication activities. Both external and internal, which is often entrusted with the tasks of public relations departments and departments in these institutions. Successful communication has become one of the most important factors for the success or failure of the institution.

Therefore, public relations in government institutions have been interested in

employing the websites of these institutions in building a mental image and forming it among the target audience through the topics they publish on these sites and the issues they present.

Chapter one :Methodological framework of the research

First: Research problem
The problem of the research lies in the lack of clarity in how the public relations of the official website of the province of Babylon was employed in building and forming the mental image of this institution and showing it to the internal and external world alike, and accordingly the research problem revolves around a main question that is: How did public relations employed in the province of Babylon The governorate's website in building a mental image of the governorate for its internal and external audience?

Public relations workers Questions to the Babylon Provincial Council
1. What are the preferred methods adopted by the public relations workers of the Babylon Provincial Council in employing public relations and forming a mental image of the governorate?
2. Was there coordination between the Public Relations Department of the Babil Governorate Council and the senior administration in the decision-making process?
3. What are the most important public relations practices practiced by workers in the public relations of the governorate office through the website of the Babylon Provincial Council?
4. What are the main axes of the public relations activities presented by the public relations workers of the governorate council through the website of the governorate of Babil?

The scientific importance of this research stemmed from the scarcity of studies related to the public relations employment of the website in government institutions in building the mental image, and for this reason this research came to constitute a knowledge addition to the media library in the field of public relations, and the research contributes to providing practical and field applications in how to employ public relations practitioners For the website of the province of Babylon in building and forming a mental image of the province.

Second: research objectives: represented by the following
1. Diagnosing the preferred methods adopted by the public relations workers of the Babylon Governorate Office in employing public relations and forming a mental image of the governorate.
2. Identify whether there is coordination between the Public Relations Department in the Babylon Governorate Office and the senior administration in the decision-making process.
3. Determining the most important public relations practices practiced by the public relations workers of the governorate office through the website of the Babylon governorate office.
4. Identifying the main axes of public relations activities presented by the public relations workers in the governorate's office through the Babylon governorate's website.

Third: The type and method of research
The current study belongs to the descriptive studies that aim to collect, analyze and interpret information and come up with indications about the variables of the current study. As for the research method, the study followed the steps of the survey method, by using the method of polling the opinions of public relations practitioners working in the governorate to find out

how to employ the website in shaping the mental image.

Fourth: The research community and its method

The study is a comprehensive survey method for all those working in public relations in the office of the province of Babil, and their total is represented by the research community working in public relations in the office of the province of Babylon. As for the method of research, it was adopted by 30 respondents.

Fifth: search tools

The questionnaire tool was used in this study, which meets the requirements and objectives of the research and facilitates the process of obtaining information. The form was presented to seven arbitrators of precise jurisdiction. A large number of categories were approved, some were modified, and some categories were not suitable for the study. The form was modified According to the modifications they suggested, the researcher used the (retest method) to measure the stability of the tool. The researcher adopted this method, that is, the method of the researcher with himself, by analyzing part of the sample twice and in two different time periods, then according to the reliability coefficient depending on the results of these two times. The researcher conducted the first test on (10%) of the original sample size, and after comparing the results reached by the researcher in the second test, with the results of the first test to verify the amount of stability, it was found that the degree of stability of the resolution test was (95.8%), which is a good percentage.

Sixth: Previous studies

1.   (Manal Hilal Al-Mazahra 2018) Study

This study aims to find out the extent to which public relations practitioners in the Jordanian commercial sector employ social networks, and to identify the factors affecting their employment of these networks in light of the five elements of the unified theory of acceptance and use of technology, through a survey of the opinions of a sample of public relations practitioners that amounted to (100) items. This study belongs to the descriptive studies, which are considered one of the best studies to describe a phenomenon or a problem, as the study relied on the survey method to identify the extent to which public relations practitioners employ social networks in the field of public relations. 48%) of the study sample employ social networks in their field of work, and that the Facebook network is among practitioners among other social networks, and the study also found a relationship between the most used network and expected performance and behavioral intention, as the study indicated that there is a relationship between Each of the expected performance, expected effort, and societal impact, and there is a correlation between community influence and facilities, and there is a relationship between effort and community influence and cooperation. The available hills, and finally the available ones, all of which came with arithmetic averages and standard deviations in high degrees.

This study approaches ours in that the scope of its research was on public relations practitioners and the extent to which they employ public relations in the Jordanian commercial sector for social networks. Through this site, there were commonalities between the two studies in the presence of correlational relationships in terms of determining the arithmetic means and standard deviations.

2.   (Sima Hani Gabr and Zeina Majid Bakir 2017-2018) Study

This study aimed to shed light on the role that social networking sites play in the field of public relations in the city of Rawabi, so that "Rawabi" can communicate its policies,

programs, and services to the public with ease, and at the lowest cost, to gain public trust and cooperation.

The study relied on the descriptive approach, and used the questionnaire as a main tool for collecting information, and the study reached a number of results, including: The use of public relations for social networking sites in the city of Rawabi helped improve the mental image of it, and overcome many crises, and the results showed that the use of social media sites Social networking in Rawabi has strengthened its relations with internal and external audiences. Therefore, the study recommended promoting the use of social networking sites among employees and ensuring that they are constantly informed of its newness by engaging them in advanced training courses, and alerting the importance of using influencers on social networking sites and the benefit that will accrue from this step on Rawabi, and the need to pay attention to content and its quality and to present everything that is new to increase interaction.

This study shares with our study the practice of digital public relations, but the difference was in the employment site, as the study focused on social networks, while our study focused on the official website of the Babylon Governorate Office, and shared the use of the questionnaire tool.

Chapter two Theoretical framework for research

First: The importance of public relations in government institutions
The Public Relations Department occupies a distinguished position in the organizational structure of government institutions, as the importance of this department varies from one institution to another depending on the objectives of the institution and its relationship with the public, the nature of the services it provides and the human cadres, material capabilities and powers that the institution prepares for this department. The ministries that provide services to their communities are keen to clarify Its mission and the quality of the services it provides, and the public relations interest is not limited to strengthening the relationship with the target groups or dealing outside the framework of the institution, but rather it has an interest in relations within the structures of the institution and its affiliates to create a state of harmony, coordination and integration between the institutions of the institution to achieve its goals and mission. [1].

The modern media approach focused in its study of public relations on the communication processes between the authority or institution and the public, studying the elements of the communication process, methods of persuasion and dialogue, and dividing the audience according to a number of criteria, including dividing the public into internal for workers in government institutions and external for those dealing with these institutions. He also focused on the main public relations functions such as: media, communication, coordination, achieving the required media performance, public opinion research, and measuring the extent of success or failure in public relations programs. [2]

The importance of public relations in government institutions is highlighted through its work in reviewing the general decisions of these institutions in the administrative and marketing aspects, and ensuring their safety in terms of their impact on the employees, the public of the institution and public opinion. It studies the general trends of the environment surrounding the institution, and tries to make the institution's policy and objectives consistent

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[1] Al-Tarwana, D.T., p. 6
[2] Mortazavi, 2016

with those trends. ([3]).

Second: The role of public relations in shaping the mental image

Public relations aims as a set of communicative activities and planned actions to improve the image of the institution in its general environment. Public relations work in modern institutions is characterized as a multi-objective activity, foremost of which is the building of strong and distinguished relationships between the institution and its audience, the institution and the local community in which it lives. Including highlighting the honorable image of the institution as it works to serve this community and achieve the interests of both parties. ([4])

3.   Public relations efforts are represented in shaping the mental image with a set of communication and media functions, which mainly aim to communicate with the public, and provide information that enables it to form a correct public opinion regarding the institution's issues and improve its mental image, as well as appreciating the importance of public opinion and its ability to influence people, which is What requires defining trends and understanding the opinions they declare, and therefore the process of conducting research aimed at knowing the opinions and attitudes of the public is one of the recent trends in the practice of public relations, as the communicative functions of public relations in shaping the mental image can be identified as follows: ([5]).

1.   Marketing communication and display of services practiced by the institution.
2.   Publicity and oral communication, previous knowledge of the institution, and support from official and semi-official bodies.
3.   The general image of the organizations operating in the country.
4.   Members of the organization's board of directors and what people know about them.
Through these communicative functions, the relationship of the mental image with public relations can be determined by identifying the mechanisms of enhancing the mental image in public relations programs. The services it provides, as it is one of the ways and skills to enhance its image in the public opinion. The function of building and strengthening the specialized mental image has emerged within the functions of public relations practitioners. It is the job of the image maker whose incumbent determines the elements of the desired image of the institution and exerts sufficient effort in order to form it and take advantage of all circumstances. Which helps to achieve and study the adverse conditions to avoid their negative effects on the image of the institution. ([6]).

Third: Public Relations in Websites

Websites have provided many means of knowledge and obtaining information in huge quantities from a variety of sources, as well as specializing their content in accordance with the choices and needs of users without imposing certain types of content on them. Managing these sites by working to provide designs that are compatible with the topics they present, as these sites seek to influence the users' first impression to achieve a positive impression and not to achieve a negative impression towards the site. Achieving a positive impression contributes to the users' stay on the site. ([7]).

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[3] Al-Baraysa, 2014 - 2015, p. 20
[4] Al-Mashhadani, 2012, p. 108
[5] Idris, 2020
[6] Jabbar, 2021, p. 290
[7] Hassan, 2019, p. 5

The social networking sites that have taken up their vast space on the Internet have provided public relations with many opportunities resulting from their use, and these sites have given a distinction to public relations that was not available in the traditional media, and among these opportunities is giving public relations practitioners a large space to disseminate information and data about institutions. In multiple ways, mechanisms and methods, which contributes to evaluating them in the best cases, and brings great benefits to public relations activities, programs and events, and helps to take advantage of modern technologies by producing communication messages with purposeful contents to build a positive image of institutions, their services and ideas among the public, so the importance of using social networking sites in Practicing the profession of public relations in order to enhance communication and interaction between the institution and its audience, which increases its ability to understand the public's desires and needs and adapt to those desires. [8]

The role of social media in developing the performance of public relations practitioners and the performance of public relations departments in public relations in government or private institutions can be determined as follows: [9]

1.   Websites are used to publish news, press releases, photographs, and any information and resources that contribute to the organization's publicity work.
2.   When the institution or company is exposed to a crisis, public relations practitioners use websites, as well as e-mails, to communicate with the public in solving the problem and clarifying the matter to the public.
3.   The Public Relations Department also offers the media to subscribe to the weekly e-mail in order to see any events related to the institution.
4.   Websites can also be used to get new customers, build online business partnerships from around the world and promote the company's brands.
5.   The institution uses institutional blogging in the process of strengthening relations with stakeholders.
6.   Social networking sites contribute to the organization's marketing and to enhancing its reputation at the local and international levels. The Internet has the ability to overcome *geographical barriers and bring different cultures closer between peoples.*

Fourth: Employing public relations on websites to build the mental image of government institutions.

Public relations practitioners can employ the websites of institutions or rely on social networking sites, including Facebook, to communicate and communicate with their audience and provide all their services to enhance their position and reputation among their audience through several indicators that reveal the reasons for public relations practitioners to use these sites of various types to accomplish and perform relations tasks the public through these digital technologies and my agencies: [10]

1. Low cost and free of charge to participate in the use of Facebook, as the employment of public relations using Facebook is embodied in terms of high economic feasibility and low cost or free of charge. Its work does not require the use of paper or stationery or bear the cost of printing and its accessories, especially that this method has the characteristic of low cost compared to services provided for the day-to-day work of the organization.
2. The wide spread in the world, as it enables the institution to present its services to its audience

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[8] Al-Mutairi, 2018, pg. 37
[9] VapAdmin, 2019, P. 30
[10] social media tips, 2009, p. 3

in a better and faster way and in all parts of the world.

3. Permanent communication and immediate response: These websites provide institutions, companies and business organizations of all kinds with continuous daily communication over a period of 24 hours, all days of the year, as well as the immediate response they provide in the event of crises or any defect that affects the institution, such as reluctance or delay in providing its services.

4. Create an official page on Facebook, in which governmental and non-governmental institutions and companies can put in it what they want and control the selection of some people who are allowed to view it or that viewing is available to everyone.

5. . Allocating an archive of photos and videos that embody the Foundation's achievements and services provided to the public.

6. Receipt of proposals and complaints, by clarifying the reasons for the complaint submitted and clarifying the most prominent obstacles that led to the occurrence of any unintended defect, and adopting the proposals if they were aimed at developing the institution and enhancing its reputation.

7. Discussion and communication for the purpose of the services.

Thus, public relations can play an important and prominent role in communicating with the public of the institution and discussing the most prominent topics and services that the public relations practitioners in the institution discuss with its audience, as well as the interaction that these means provide to both parties in the presentation, explanation and interpretation of the services provided to the public and the services that the institution can provide in the future And prevent any misunderstanding or transmission of incorrect information to the institution in order to damage its reputation. ([11]).

Chapter three Research Field framework

This topic presents a detailed presentation of the field study of the trends of public relations practitioners working in the office of the province of Babylon to identify how they employ public relations programs for the purpose of building and forming a positive mental image of the province. 30) Respondents, and the field survey process of their opinions and measurement of indicators of their attitude towards the methods of employing public relations, its methods, practices and the axes of its communication activities resulted in a set of results as shown in the tables and figures expressed by my agencies:

First: The characteristics of the respondents:

It includes a presentation of the respondents' data and their demographic information in terms of gender, age group, marital status, academic achievement and exact specialization.

Table (15). *Distribution of public relations practitioners by gender*

Gender	Repetitions	Percentage	Rank
Mention	18	60	first
female	12	40	the second
Total	30	100%	

The data of the above table shows that the percentage of males who practice the profession of public relations in the office of Babil Governorate is more than the percentage of women with a difference of 20%. In this distribution, 12 recurrences, at a rate of 40%, came second. Thus, public relations practitioners in the governorate office are not limited to one social type.

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[11] B Settle, 2009, p. 30

Table (16). *Public Relations Practitioners in the Diwan of Babil Governorate, by Age Stage*

Age group	Repetitions	Percentage	Rank
18-45	17	56.7	first
46-69	13	43.3	the second
the total	30	100%	

The respondents were distributed among the public relations practitioners in the governorate office into two age groups. The 18-45-year-old category topped the order of the categories of this recurring and relative distribution and came first with 17 recurrences, achieving 56.7%, meaning that more than half of the public relations workers in the governorate bureau are from these categories. The age group The age group from 45-69 years ranked second in this distribution, recorded 13 recurrences with a rate of 43.3%, which means that the youth group, whether in the prime or middle age, was the highest, which gives an impetus to accomplish public relations tasks and employ it in improving the image of debts Governorate.

Table (17) *The marital status of the respondents*

Marital status	Repetitions	Percentage	Rank
Unmarried	7	23.3	the second
married	17	56.7	first
absolute	2	6.7	the fourth
Widower	4	13.3	Third
Total	30	100%	rank

The data of the above table shows the frequency and relative distribution of respondents according to social status. The married category came first in this distribution, recording the highest frequency and the highest percentage with a total of 17 recurrences and a rate of 56.7%, while the single category came second in this distribution with 7 recurrences and a rate of 23.3%, while The widowed category is third in this distribution with 4 recurrences, achieving a rate of 13.3%, while the divorced category came fourth and finally in this distribution with only two recurrences and a rate of 6.7%.

Table (18) *the academic achievement of the respondents*

Academic achievement	Repetitions	Percentage	Rank
middle school	1	3.4	the fourth
BA	15th	50	first
Higher Diploma	4	13.3	the third
Master's	4	13.3	The third is repeated
PhD	6	20	the second
Total	30	100%	

It is clear from the data of the above table that the highest frequency and percentage recorded by the bachelor's category in this distribution and ranked first with 15 recurrences and at a rate of 50%, meaning that half of the volume of workers in the field of public relations in the office of the province of Babylon are holders of a bachelor's degree, followed in the second order in this distribution by the category of Ph.D. At a rate of 6 recurrences and a rate of 20%, then two categories of high diploma and a master's degree in this distribution by 4 recurrences and a rate of 13.3% for each, while a junior class ranked fourth and last in this distribution with only one repetition and a rate of 3.4%.

These data indicate a recurring and relative distribution that the public relations workers in the governorate office were not holders of pre-bachelor degrees, but rather the highest percentage of holders of a bachelor's degree to a doctorate, which in total amounted to 96.6% compared to 3.4% for holders of a preparatory certificate. This means that the workers They

have the appropriate academic achievement that qualifies them to perform the tasks of public relations and develop a vision for building and forming a mental image of the governorate in the public mind by employing public relations.

Table (19) *the exact jurisdiction of the public relations workers in the Babylon Governorate office*

Jurisdiction	Repetitions	Percentage	Rank
Public Relations Notification	3	10	the third
press media	17	56.7	first
Radio and television media	4	13.3	the second
Management	3	10	The third is repeated
Economie	2	6.7	the fourth
Fine Arts	1	3.3	Fifth
Total	30	100%	

The data in the above table shows that the highest percentage in the recurring and relative distribution of the exact specialization was for the category of journalism, which ranked first with 17 recurrences and a rate of 56.7%, followed by the radio and television specialty category with 4 recurrences and a rate of 13.3%, and then two categories of public relations and management in the third order In this distribution, 3 recurrences and a rate of 10% each, while the economy category ranked fourth with two recurrences and a rate of 6.7%, while the fine arts category constituted only a limited percentage of 3.3%, and it ranked fifth and last in the order of the categories of this distribution, and it is clear from the foregoing The specializations in the field of communication were predominant, which helps in building a positive mental image of conservatism in the public's mind.

Second: Employing public relations on the governorate's website

Table (20) *Methods of employing public relations in the Babylon Governorate website*

Methods of employing public relations	Repetitions	Percentage	Rank	Arithmetic mean	standard deviation	Variation coefficient
By appropriately exploiting the governorate's website to promote the governorate's activities	12	15th	the second			
By opening multiple pages on Facebook to promote the province's activities	10	12.4	the third			
Focusing in image and sound on projects implemented in the governorate in all media outlets	13	16.3	first			
Gaining the public's trust by revealing lagging projects in the governorate and showing sluggishness	10	12.4	the third			
Immediate response to inquiries from the public following the governorate's website and pages on social networking sites	10	12.5	frequent			
Not to neglect any question from the public through the website and answer it no matter how embarrassing it is	9	11.3	the third	10	3.21	32.1%
Investing all available technologies to employ public relations and to provide and facilitate all electronic communication services	13	16.3	frequent			
other	3	3.8	the fourth			
Total	80	100%	first			

The above table revealed five basic methods used by workers in the field of public relations in the office of the province of Babylon to employ public relations programs on the website of the office of the province and to form a positive mental image of the province. Public relations to achieve the objectives of public relations and build that positive image, as the total of the respondents' choices amounted to 80 choices. And investing all available technologies to employ public relations and to provide and facilitate electronic communication services, all of which are the highest percentage in the order of the categories of the recurring and relative distribution of these choices and ranked first with 13 recurrences and a rate of 16.3% for each, and this result is necessary because working on the website requires public relations practitioners to invest All available techniques in the recruitment of public relations, while the category of employment of public relations by appropriate exploitation of the website of the province in promoting the activities of the province ranked second in this distribution by 12 recurrences, then the two categories of employment of public relations by opening multiple pages on Facebook to promote activities The governorate, and the immediate response to the inquiries of the public following the governorate's website and its pages on social media, ranked third in this distribution with 10 recurrences and a rate of 12.4% for each. From the audience via the website and answer them, no matter how embarrassing, with 9 repetitions And it obtained a rate of 11.3%, while other recruitment methods other than what was mentioned only obtained a limited percentage compared to the categories that preceded it in the order of the categories of this distribution, which amounted to 3.8% and finally came with only 3 recurrences.

The data of the above table and its recurring and relative distribution indicate that the practitioners of public relations in the office of the province of Babylon used most of the methods of employing public relations and were not satisfied with one method, which was reflected in the sum of the choices for these methods. In addition, the statistical treatment of its data proved that the dispersion of values from its arithmetic mean of 10 was weak. The coefficient of variation was 32.1% with a standard deviation of 3.21, which indicates the tendency of the respondents to employ public relations methods and methods towards symmetry and closeness to its arithmetic mean more than dispersion from it.

Table (21). *Is there coordination between the Public Relations Department in the Babylon Governorate Office and the senior administration in the decision-making process?*

Answer	Repetition	percentage	rank	weighted mean	Relative importance
Yes	17	56.7	first		
No	13	43.3	the second	1.56	78.3%
Total	30	100%			

The question of the extent to which there is coordination between the Department of Public Relations in the Office of the Governorate of Babylon and the senior administration in the decision-making process was important to the respondents, with a relative degree of 78.3%, with a weighted average of 1.56, and a good level. 56.7%, which indicates that more than half the volume of public relations workers in the governorate office support the presence of this coordination within the governorate in the decision-making process, while respondents who answered "no" came second in this distribution by 13 recurrences, or 43.3%, with a difference The ratio between the two groups is 13.4%.

Table (22). *Public relations practices of the respondents on the website of the Babylon Governorate Office*

Public relations practices	Repetitions	Percentage	Rank	Arithmetic mean	Standard deviation	Variation coefficient
Fact-finding to find out the strengths and weaknesses of the governorate's work	6	12.8	The fourth			
Planning and programming to try to promote a positive image of the governorate	7	14.9	The third			
Employing a range of means of communication such as meetings, conferences and meetings	12	25.5	First	7.83	2.64	33.7%
Follow the audience's suggestions and feedback	5	10.6	Fifth			
Follow the scientific research method in solving public relations problems	7	14.9	The third is repeated			
Al l of the above	10	21.3	The second			
Total	47	100%				

The data of the above table shows that the workers in the field of public relations in the office of the province of Babylon practiced more than one practical practice in promoting the objectives of public relations and did not stop at one practice. A group of means of communication such as meetings, conferences and meetings in the first place at a rate of 12 recurrences and a rate of 25.5%, and when we compare this result with the results of the analytical study in the fourth chapter, we find that the practice of public relations was not limited to the website only, but rather tended to organize meetings and meetings outside the boundaries of the site and electronic communication, That is, the results of the analytical study did not show the existence of these activities, while the field study was able to reveal the public relations practices of the workers in the governorate office. As for the category of all public relations practices in all its forms, it came in second place with 10 recurrences and a rate of 21.3%, while the planning and programming categories came to try to promote A positive image of conservatism, and following the method of scientific research in solving public relations problems, ranked third in this chapter For a distribution of 7 repetitions at a rate of 14.9% for each.

While the practice of fact-finding to know the strengths and weaknesses in the work of the province ranked fourth in this distribution with 6 recurrences and a rate of 12.8%. Governorate, while the practice of following up on the public's suggestions and observations ranked fifth and last in this distribution with 5 recurrences and a rate of 10.6%. The group is equal to 33.7% with a standard deviation of 2.64, and the following figure shows the relative distribution of respondents' choices of public relations practices that they implemented in their work in the Babylon Governorate Office.

The main axes of public relations activities employed by public relations workers in the governorate's office through the governorate's website

The main axes of public relations activities	Repetitions	Percentage	Rank	Arithmetic mean	Standard deviation	Variation coefficient
The media axis for introducing the governorate, preparing and editing information and delivering it to the media	10	20.4	the second			
The focus of the inquiry is to conduct electronic questionnaires and public opinion polls	10	20.4	The second is repeated			
Coordination axis by linking public relations activities with the activities of other departments	11	22.4	first			
Follow-up axis by monitoring everything that is published about the governorate, responding to negative ones, following up on public complaints and giving solutions to them	9	18.4	the third	9.80	0.84	8.6%
All axes	9	18.4	The third is repeated			
Total	49	100%				

The data in the tables above show about four main axes that represented the activities of public relations practitioners in the office of the province of Babil. The total choices of the axes of these activities presented by 30 respondents equaled 49 axes, which means that the respondents presented all the axes of activities, the general average of these axes, which was represented by the mean Arithmetic 9.8, and all of these axes were very close to their arithmetic mean, as the dispersion between these values was very weak, the coefficient of variation representing this dispersion was 8.6% with a standard deviation of 0.84. As for the repetitive and relative distribution of these axes, the coordination axis was issued by linking Public relations activities with the activities of other departments arranged the categories of this distribution and came first with 11 recurrences at a rate of 22.4%, while the media axis for defining the governorate and preparing and editing information and delivering it to the media, the query axis by conducting electronic questionnaire and public opinion polls ranked second in this distribution by 10 Recurrences at a rate of 20.4% for each, while the follow-up axis came through monitoring everything that is published about the governorate, responding to negative ones, and following up on public complaints. And give solutions to it, and all axes are in the third and last order in this distribution with 9 recurrences and 18.4% for each.

Results

1- The results of the study showed that the specializations in the field of communication were predominant among the practitioners of public relations in the office of the province of Babylon and were distributed according to their relative representation in the sample, successively to (press, radio and television, public relations), while the other specializations other than the media and communication specializations constituted only a limited percentage. 3.3%, which helps build a positive mental image of conservatism in the public's mind.

2- The results of the study revealed that the public relations practitioners in the office of the province of Babylon used most of the methods of employing public relations and were not satisfied with one method, which was reflected in the sum of the choices for these methods and the formation of a positive mental image of the province, which totaled 80 choices. To maintain in all media outlets, and to invest all available technologies to employ public relations and to provide and facilitate electronic communication services. All of them have the highest percentage in the order of the categories of the recurring and relative distribution of these choices, followed by the employment of public relations by appropriately exploiting the governorate's website in promoting the activities of the governorate and then employing public relations through By opening multiple pages on Facebook to promote the governorate's activities, and responding immediately to the inquiries of the public following the governorate's website and its pages on social networking sites, and then employing public relations by not neglecting any question from the public through the website and answering them no matter how embarrassing it is.

3- -More than half of the public relations workers in the Babylon governorate office support the existence of coordination between the public relations department in the Babylon governorate bureau and the senior administration in the decision-making process within the governorate, as this issue constituted a good level importance to the respondents, with a relative degree of 78.3%.

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