

Public Relations Practices in Democracy: Case of Kurdistan

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DOI: 10.23918/ICABEP2019p34

Abstract

Democracy is founded on the principles of accountability, transparency and public consent. This article proposes Public Relations (PR) practices to Kurdistan Regional Government (KRG) based on democratic principles. It is assumed that this study can open discussion among practitioners and scholars of PR that can improve the democratization of Kurdistan in the wider public interests. This study is based on qualitative techniques and discusses the essentials of public relations and its indispensability for a vibrant democracy in Kurdistan.

Keywords: Public Relations, Democracy, Kurdistan Regional Government

Introduction

Public relations are an important function for an organization to be effective in its dealing with the wider public. This is true for governments especially if the government is based on the basic tenets of democracy. The general definition of democracy is that it is 'a political framework in which administration is cultivated by pioneers whose expert depends on a restricted command and who are chosen by a general electorate, Such an "appointive" popular government turns into a "liberal" majority rule government when the populace chooses among certifiable options and furthermore has huge rights to political interest, articulation, and resistance.' (Allern 2011) The Kurdistan government is based on the principles of democracy. At this phase in the democratization procedure in Kurdistan, there is a basic requirement for society to comprehend the jobs, duties and elements of the provincial government and the rights and obligations of natives in connection to the administration.

In a nascent democracy like Kurdistan, dynamic duty by the people and normal society relationship in all components of government is essential in structure a ubiquity based society. The procedure and working of regional and close-by governments in Kurdistan is still first and foremost times of progress and the nature of government bodies and their capacity is as yet far from impeccable. Neighborhood and close-by governments need a great deal of assistance to set them up to endeavor their commitments in the most ideal way. This is trusted could be accomplished by uniting PR practices and administration into a vital entirety.

Literature Review

Basic principles of Public Relations (PR)

As per the definition, Public Relations practices must be the genuine conduct of the association and impression of that conduct by its publics. Public relations manage reality, not false fronts; honestly arranged projects that put the open enthusiasm for the flow edge are the premise of sound public relations approach (Oliver 2007). Public relations are an administration situated occupation in which open intrigue, not close to home reward, ought to be the essential thought.

Since the public relations specialist must go to people in general to seek support for projects and approaches, open intrigue is the focal basis by which the person in question should chose these projects and strategies (Smith 2005). Since the public relations professional achieves numerous publics through broad communications there should be open channels of correspondence; the trustworthiness of these channels must be safeguarded.

Since public relations experts are in the center between an association and its publics, they should be powerful communicators-passing on data forward and backward until comprehension and preferably agreement are come to. To speed up two-way correspondence and to be dependable communicators, public relations experts must utilize logical general assessment (Theake 2004). To comprehend what

their publics are stating and to contact them successfully, public relations specialists must utilize the knowledge gained from social sciences. Public relations experts are committed to disclose issues to people in general before these issues progress toward becoming emergencies.

Public Relations and Democratic Governance in Kurdistan

The exercises of public relations and government related activities: Promotion of the various policies of the government. Notwithstanding, in organizations or not-for-profit associations, it generally implies the individual in charge of that associations creates linkage with all parts of government (Merriam 1998). The majority of the action is with the administrative and administrative branches. The importance of the public relations function and practical strategy is very important for Kurdistan. The significance of the public relations capacity as basic to building democracy in Kurdistan can never be underestimated (Oliver S. 2007).

An effective public relations capacity in the government will encourage dynamic contribution to the society by the leadership through the government structures and raise cordial relationship between the citizens and the bureaucracy. At this phase in the democratization procedure in Kurdistan, there is a basic requirement for society to comprehend the jobs, duties and elements of nearby government, and the rights and obligations of residents in connection to regional government (Cresswell, J.W. 2003). Dynamic commitment by the populace and common society associations with the regional government is basic in a majority rule society.

Research Method

Design of the Study

The study is based on qualitative method. Qualitative research focuses on questions that help us understand and explain the meaning of social phenomenon with as little disruption to the natural setting as possible (Merriam 1998). In qualitative research, the researcher collects open-ended emerging data with the primary intent of developing themes from the collected data (Cresswell 2003). Qualitative approach of this study enables us to draw meaningful results from the secondary data that we have referred in our study.

Research Questions

- a) What are Public Relation practices?
- b) How Public Relations practices enhance democratization in Kurdistan?

Data Analysis

The gathered data has been searched for recurrent themes. The relationship between Public Relations and Democracy has been explored threadbare. The findings of our qualitative study are presented below.

Findings

Democratic Governance and Public Relations

The functional and solid Public Relations system usage includes:

- Establishment of certain and strong Public Relations division inside picked city assemblages and neighborhood government establishments in Kurdistan.
- Undertaking getting ready and advancing utmost bracing with these adjacent government working environments and explicitly with staff responsible for promoting.
- Engaging the media and government in joint undertakings to propel expansive correspondences in the provincial areas of Kurdistan.

- Supporting neighborhood government to masterminding and execute publicizing endeavors to expose issues among individuals as a rule of their activity in supporting and taking an interest in law based techniques.

- Assisting government to develop clear instruments for routine local duty in fundamental administration government and open association and supporting establishment of loaded with inclination relationship between neighborhood government and frameworks of basic culture affiliations NGOs.

The proposed public relations strategy research will be evaluated for excellence of professional standards, practicality of approach and use of current best practice in the field.

This second level of implementation will focus on the application of public relations on a practical level with selected local government offices in Kurdistan which should include:

(a) Establishment of working Public Relation divisions in neighborhood government office.

(b) Establishment of productive organizations between neighborhood government and non-government structures.

(c) Greater straightforwardness of and open investment in the exercises embraced by neighborhood government.

(d) Greater comprehension of and support for progressing national and neighborhood changes among constituent populaces:

(e) Active interests by the general public and non-administrative associations in just procedures, and in articulating issues and settling them with neighborhood assets and input lastly.

(f) Establishment of the scholastic control and routine with regards to public relation for administrative foundations in Kurdistan, bringing about the improvement of a framework of qualified Public Relation experts working in the administration of future popularity based changes in the nation.

Conclusion

The research conclude that the government functioning can be strengthened by public relations capacity. The proposed PR practices and strategies will enable the established of regional and local governments of Kurdistan on the democratic standards of straightforwardness and responsibility in chose legislative structures through reinforced limit inside those structures for conveying taxpayer driven organizations and offices.

Historically in Kurdistan there is no convention of open commitment in government organization and basic leadership, and the all inclusive community at present has next to no entrance to data about the approach motivation of the legislature and the job of government workers either delegated or chose in implementing the policies for the greater interests of the population. PR practices will break with the past and usher in a future built on open communication between the government and the governed.

At the local government levels there is huge gap between the government and the citizens. There is a possibility that lack of transparency and poor communication especially in delivering essential services can result in growing mistrust in the motives and capacity of the local government employees. This is an appropriate time for the regional KRG to implement PR practices and strategy to establish open, productive partnerships between the government employees, civil society and communities for establishing effective government structures to serve the people it is mandated to do.

The Kurdistan government both regional and local is currently facing monumental tasks related to the evolution of democracy in the region building public trust and confidence, establishing transparent and participatory mechanisms for regional and local governance and successfully engaging civil society and the citizenry in democratic processes. An enhanced PR functions will help

to overcome current low levels of confidence and mistrust in government and build understanding of the reforms being undertaken by the government, and facilitate the establishment of productive and lasting partnerships between communities and their regional and local governments.

I am confident that this article will result in a serious discussion and dialogue between all the stakeholders in the strengthening of the democratic process in Kurdistan especially between the government functionaries and the PR specialists and practitioners.

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