

بسم الله الرحمن الرحيم



## جامعة أفريقيا العالمية

عمادة الدراسات العليا

قسم علوم الاتصال

تخصص العلاقات العامة والإعلان

### مشكلات الممارسة المهنية للعلاقات العامة بالسودان

(دراسة وصفية تطيلية بالتطبيق على وزارة البيئة والغابات والتنمية العمرانية الاتحادية)

في الفترة من يناير إلى ديسمبر 2012م

بمحة مقدم لنيل درجة الماجستير في علوم الاتصال

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# الآية

قَالَ تَعَالَى:

﴿ وَقُلِ اعْمَلُوا فَسَيَرَى اللَّهُ عَمَلَكُمْ وَرَسُولُهُ وَالْمُؤْمِنُونَ وَسَتُرَدُّونَ  
إِلَىٰ عِلْمِ الْغَيْبِ وَالشَّهَادَةِ فَيُنبِّئُكُمْ بِمَا كُنْتُمْ تَعْمَلُونَ ﴾

صدق الله العظيم

سورة التوبة (105)

# الإهداء

إليك يا مشعل النور في ظلام أيامي  
يا مقود الطموح والنجاح في حياتي  
إليك في السموات العلاء.

**إلى روح والدي العزيزة.**

أهدي هذا الجهد إلى من كان سنداً لي في هذه الحياة

**إلى... والدي العزيز.**

- وإلى روح زميلي الشهيد / على عبدالرحمن

- وإلى إخوتي الأعزاء

- وأساتذتي الأجلاء.

وإلى رفقاء العلم والمعرفة.

# الشكر والعرفان

أولا الشكر الجزيل لله رب العالمين

ثم الشكر موصول إلى أ. د.

الذي كان خير معين في التوجيه والإرشاد أثناء عملية البحث وما زال خير معين حتى خرج هذا البحث بهذه الصورة.

كما أشكر أساتذتي بجامعة أفريقيا العالمية والمكتبات التي نهلنا من معينها .

والشكر موصول لإدارة العلاقات العامة بوزارة البيئة والغابات والتنمية العمرانية... الذين أعانوني وأمدوني بالمعلومات التي كانت ذات قيمة فلهم مني جزيل الشكر والتقدير .

مستخلص البحث

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## **Abstract**

This study applied on Khartoum state in 2013 spending three months of practical performance. It objected to identify the professional application obstacles the public relations in Sudan, approached and procedures of progress public relations. The research study the performance nature of public relations administration in ministry of environment, forestry and construction development.

The study depends on explaining method as a main article for collecting of data by using the descriptive approach, random sample of labor in the ministry (90unit) was taken, direct interview with some administration staff, and some cases were expressed in parentage degree for data analysis all through the period of practical application of the study by researcher monitoring . He also based on previous studies in the same field .

The study concluded the following results the most important of them in that scientific approach of public relations in still unclear providing that the great variation between the public approach, its study, it's theories and the application of the public relations. Other results reported that labors and staff are not quified enough and skilled and unsatisfied directed budget of public relations .

The study summarized some important of recommendations that public relations in some corporations with regard to ministry of environment, forestry and construction development have to convincing both top administration and labors that public relations occupation is special post based on foundation approach and convincing them by its important, clear approach, thus appointment and selecting of labors and staff must concern the scientific qualification, technical skills specially in communication and media field with enough satisfactory budget to cover all activities and programmes of public relations.

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<b>الفصل الأول: الإطار المنهجي</b>	
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<b>الفصل الثاني: العلاقات العامة</b>	
22-18	:
30-23	:
45-31	:
<b>الفصل الثالث: العلاقات العامة في السودان</b>	
53-46	:
54	:
56-55	:
60-57	:
62-61	:
<b>الفصل الرابع: الدراسة الميدانية</b>	
72-63	:
79-73	:
108-80	:
110-109	
112-111	
118-113	

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# الفصل الأول

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<sup>2</sup> (Shirley Harrison, Public Relations : An introduction 1<sup>st</sup> ed. (London , MCROULtege, 1995), p. 110

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<sup>12</sup> (David W. wragg, the Public Relations Hand book, Blackwell Business , Oxford , 1992), P. 113.

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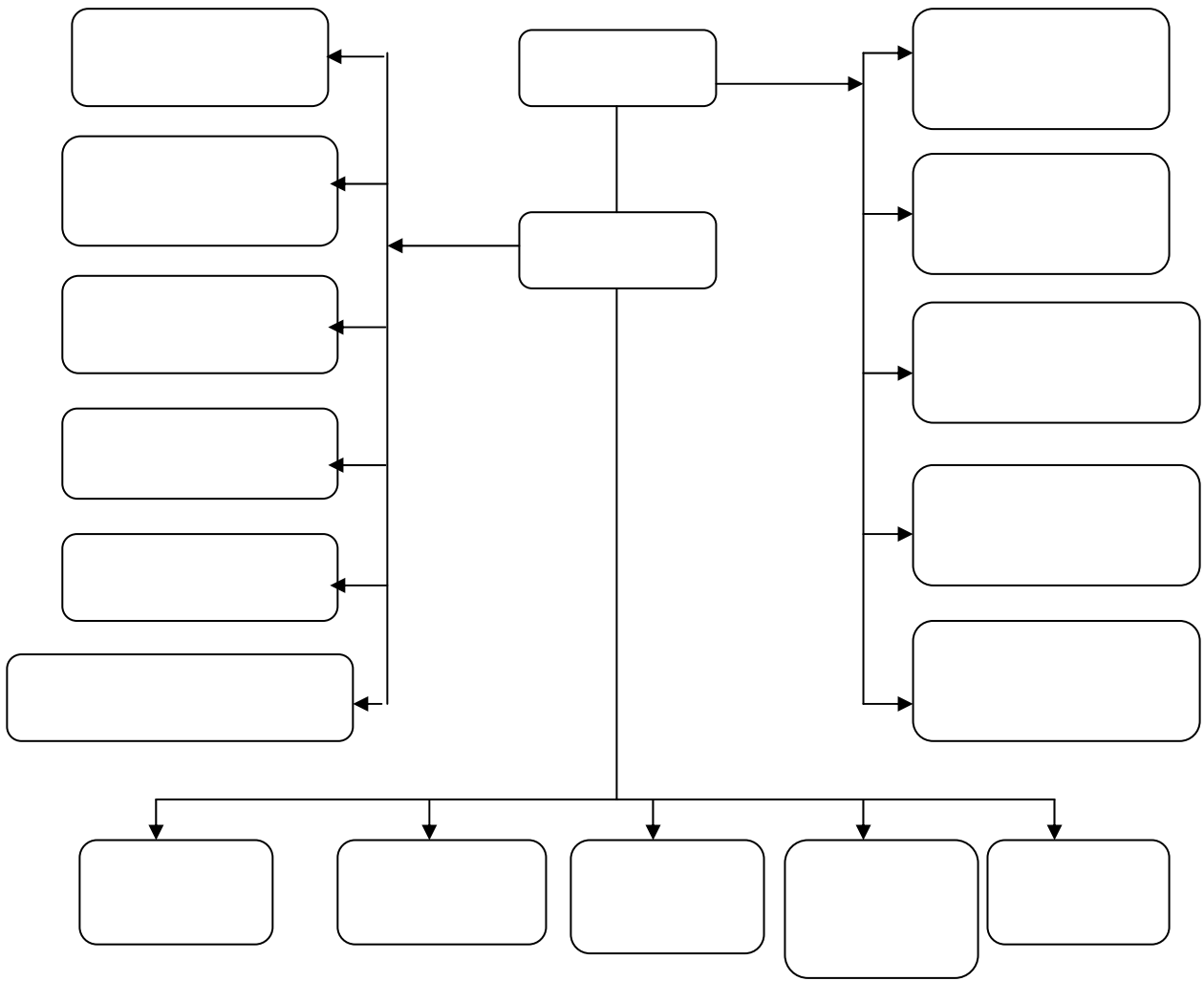
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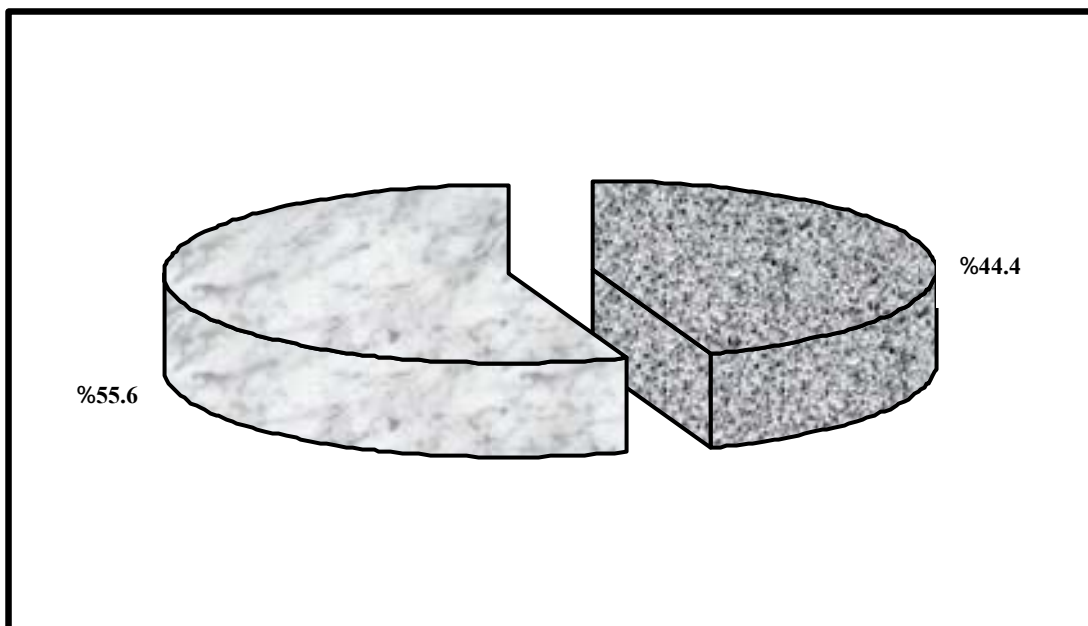
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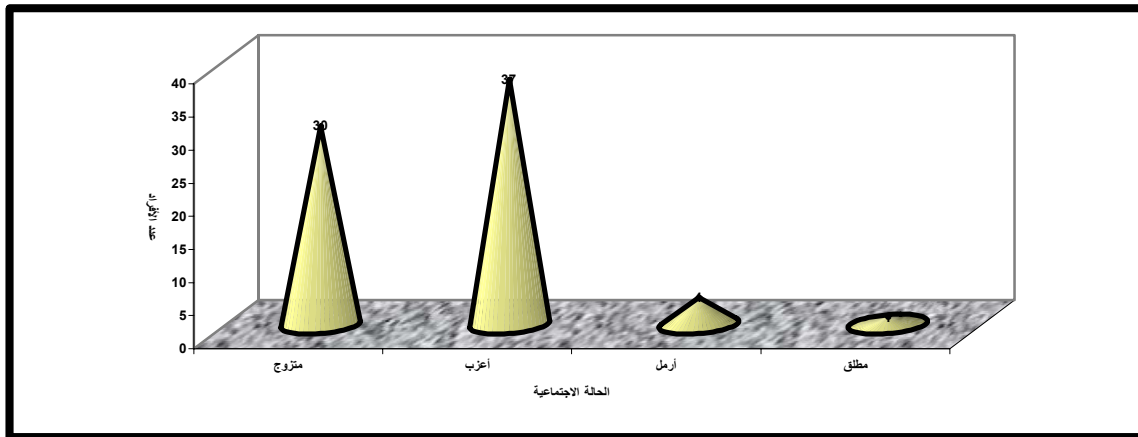
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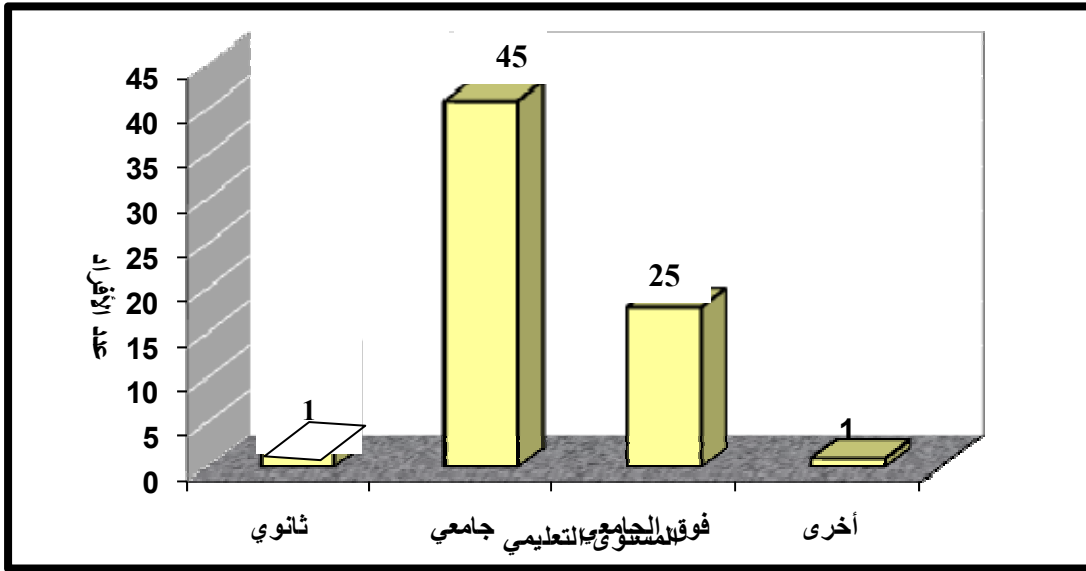
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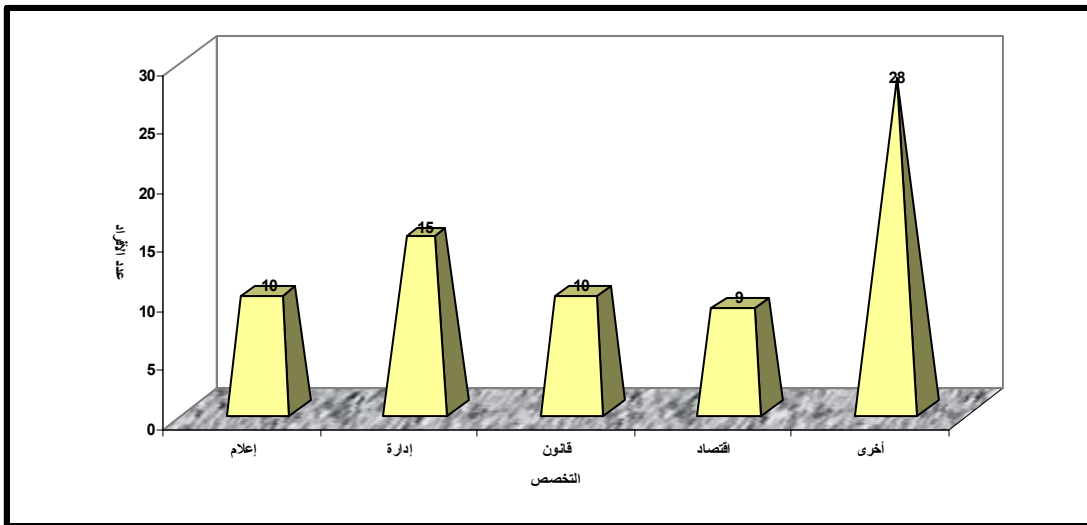
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%13.9	10	
%20.8	15	
%13.9	10	
%12.5	9	
% 38.9	28	
%100	72	

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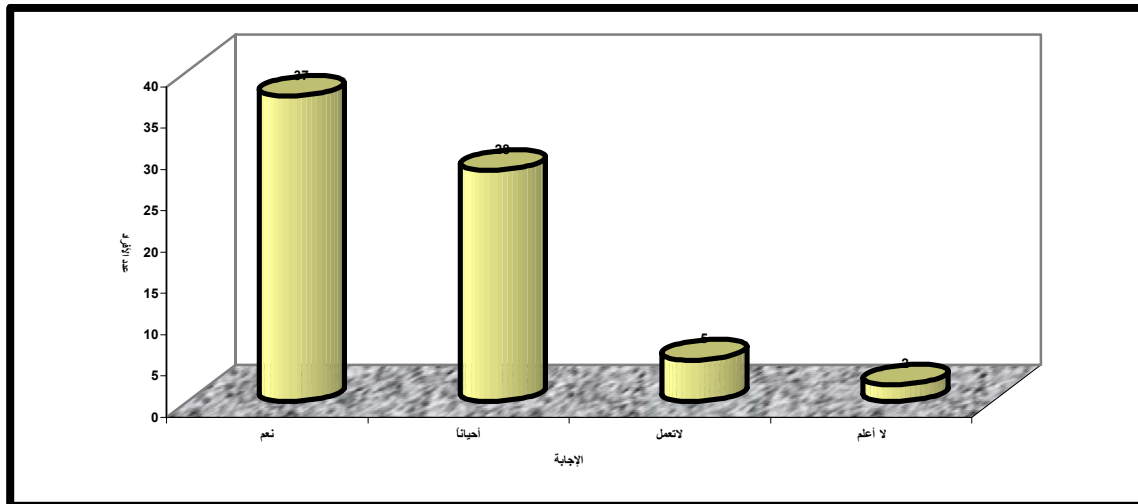
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%51.4	37	
%38.9	28	
%6.9	5	
% 2.8	2	
%100	72	

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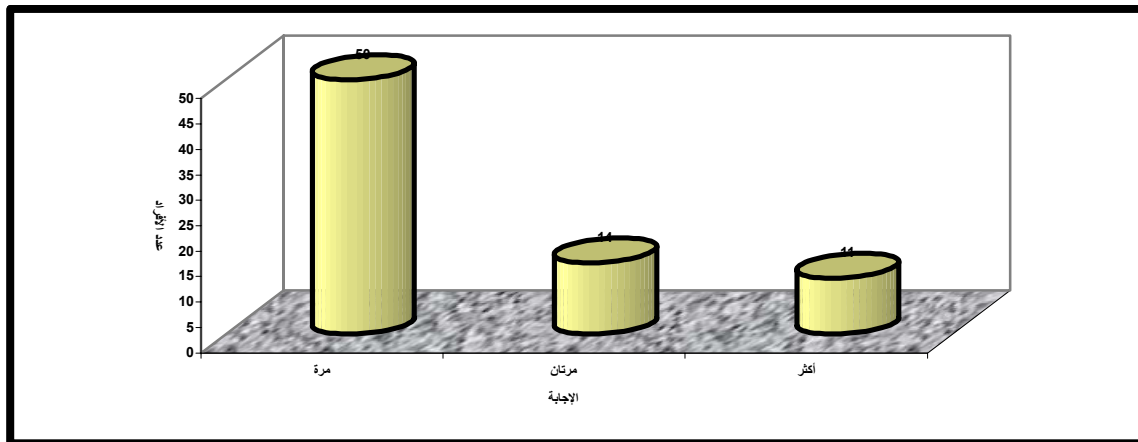
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%69.4	50	
%19.4	14	
%11.2	8	
%100	72	

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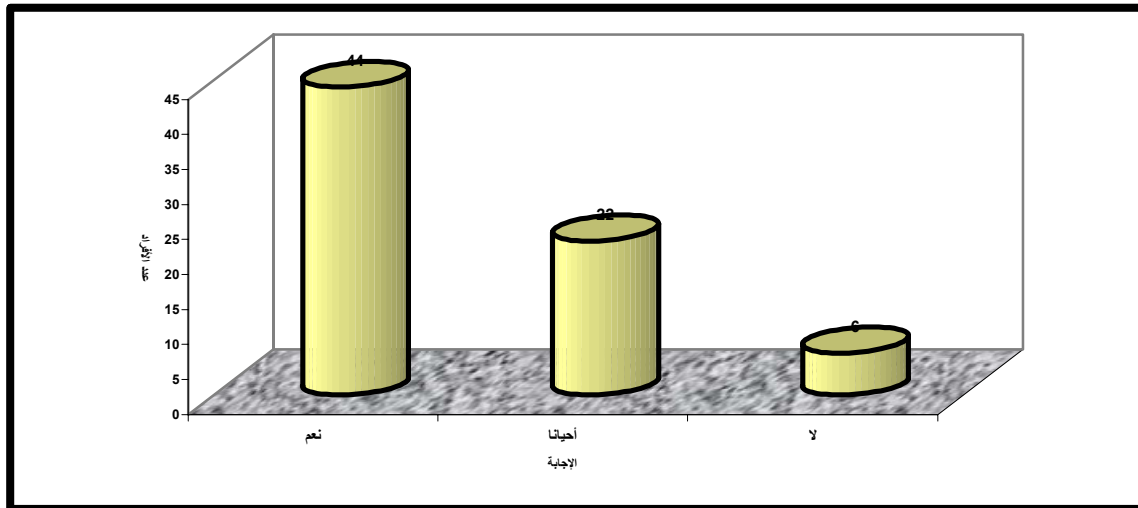
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%61.1	44	
%30.6	22	
% 8.3	6	
%100	72	

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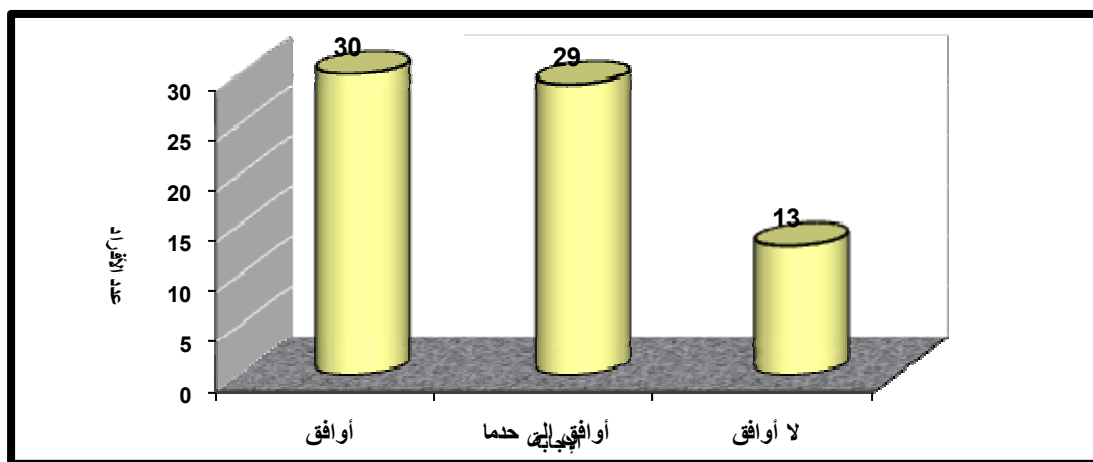
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%41.7	30	
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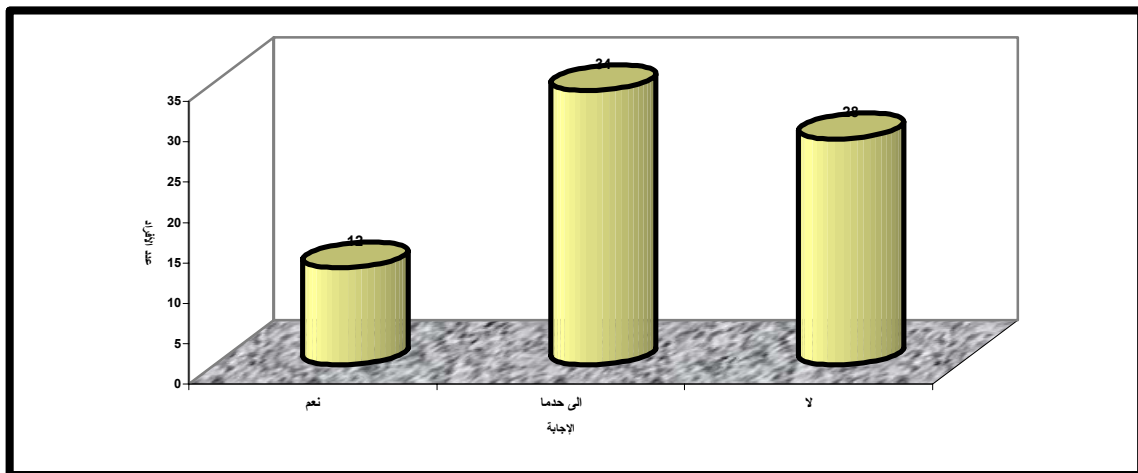
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%16.7	12	
%47.2	34	
%36.1	26	
%100	72	

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%2.8	2	
%63.9	46	
%100	72	

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26 %36.1	30 %41.7	9 %12.5	7 %9.7	
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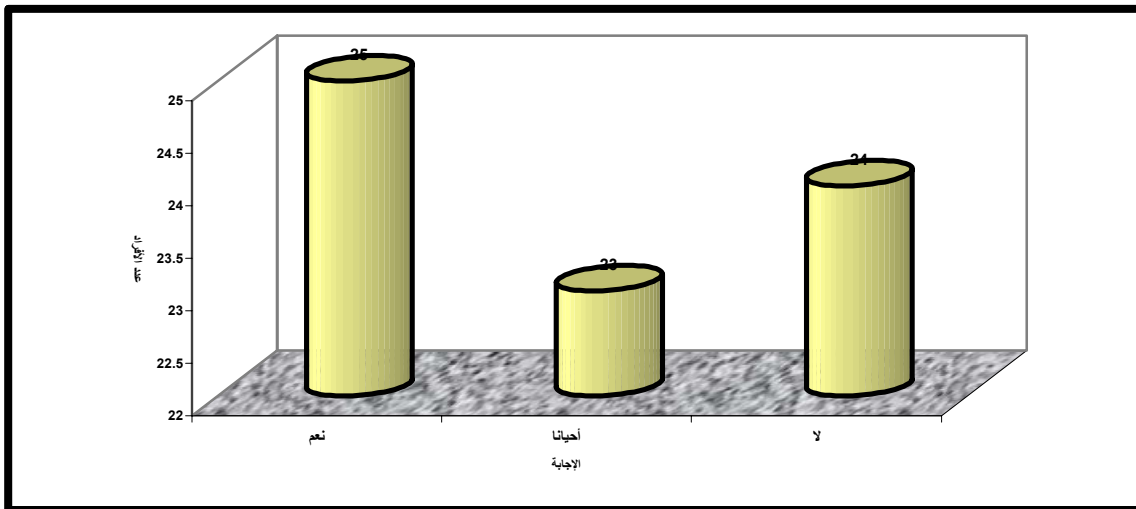
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56. David W. Wraag , the Public Relation Hand book Black well Business ( Oxford, 1992).
57. Shirley Harrison, Public Relation : An introduction 1<sup>st</sup> ed (London, Meroultege , 1995).

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جامعة أفريقيا العالمية  
كلية الدراسات العليا  
قسم علوم الاتصال- تخصص علاقات عامة و إعلان

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الأخ الكريم  
الأخت الكريمة

السلام عليكم ورحمة الله وبركاته

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ولكم مني وافر الشكر والتقدير ،،،

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Tel: 0918199430  
E.mial : Ahmedus49@ hotmail.com

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**نشاطات أخرى:**

**الهاتف:** 0124786628 - 0918199430

**البريد الإلكتروني:** [ahmedyousuf79.ay@gmail.com](mailto:ahmedyousuf79.ay@gmail.com) + [ahmedus49@hotmail.com](mailto:ahmedus49@hotmail.com)