

**THE ROLE AND IMPORTANCE OF “PUBLIC INFORMATION” IN
POLITICAL PUBLIC RELATIONS***Kazım Özkan ERTÜRK****Abstract:**

Public relations is the practice of managing a communication process that aims to build mutual goodwill and trust between organizations and their publics with the help of publicity, information and positive image building efforts. Public information is the public relations approach which aims for providing mutual goodwill and trust by sharing the organization-related information with target audience in complete openness and honesty.

Public Information, firstly introduced by Ivy Ledbetter Lee in the United States of America during 1920's, became prominent as a public relations model which provided an innovative viewpoint on commercial and organizational communication policies. In time, public information practices in public relations began to be utilized for building and maintaining political trust and support of target audience. In this study, application methods of public information activities as a political public relations action and their benefits provided to organization are outlined.

Key words: Public Relations, Political Communication, Public Information.

1. PUBLIC RELATIONS AND PUBLIC INFORMATION

Persuasion inevitably occurs in almost every field where bilateral relations of choice such as governing-governed, seller-buyer and elector-elected take place. This reciprocal relationship covers joint interests as much as conflict of interests. In case of such conflicts; individuals, groups or organizations often invoke various persuasion schemas in accordance with their interests. What really matters in terms of persuasion is the consequence rather than how persuasion mostly takes place (persuasion process). For such and similar cases, continuity of interests and benefits is mainly depends on efficiency and consistency of communication in relations.

A successful communication process and persuasion has great importance for sustainability of mutual interest and benefits in political, economic or cultural relationships which eventuate on humanitarian basis. While knowledge, opinions, sentiments and experiences are mutually

* Assoc. Prof. Dr., Niğde University Faculty of Communication Department of Public Relations and Advertising - Niğde/Turkey ozkanerturk@my.net.com

transmitted, a process of persuasion is realized among individuals. Mutual interaction-based communication efforts that aim to maintain persuasion of people/societies on the basis of positive considerations related to any given incident, opinion, sentiment, thought or organization are named as public relations.

In this regard, public relations is a communication practice that aims to persuade target group(s) in order to build and to maintain a positive image with a broad perspective concerning organizations, institutions/establishments or political figures on commercial, political and cultural basis.

Persuasive communication intrinsically aims information. Communication, due to its dynamic and versatile structure, has utmost importance in terms of information activities. Nonetheless, communication must rest upon correct information. Sharing of correct information with target audience at the most convenient time period and in an appropriate manner/fashion positively reflect on the success of public relations actions. Public information in public relations; (sharing of correct and undeflected information on institutions or establishments with target audience in a proper manner/fashion) makes important contributions in terms of providing persuasion and consolidation the sense by increasing the plausibility in relations between institution/establishment and target audience.

1.1. Emergence of Public Information Model

Ivy Ledbetter Lee, not only being one of the most influential pioneers in public relations profession, is also known as a journalist who overthrown the preeminent notion of confidentiality in business community. In public information, the public relations practitioner resembles a journalist whose function is to report objective information on his/her organization to the public (Grunig and Hunt, 1984, p. 22).

In his following declaration of clarity, Ivy Ledbetter Lee highlighted that confidentiality notion of business world would result in doubt and distrust (Secim, 1998, p. 27): *"...This is not a secret press bureau. All our work is done in the open. We aim to supply news. This is not an advertising agency; if you think any of our matter ought properly to go to your business office, do not use it. Our matter is accurate. Further details on any subject treated will be supplied promptly and any editor will be assisted mostly cheerfully in verifying directly any statement of fact.... In brief, our plan is, frankly, and openly, on behalf of business concerns and public institutions, to supply to the press and public of the United States prompt and accurate information concerning subjects which it is of value and interest to the public to know about..."*

The Anthracite Coal Strike and Pennsylvania Railroad accident would be considered as the first examples of public relation applications which were conducted within the framework of public information model. The Anthracite Coal Strike started out in order to draw attention to unhealthy working conditions of coalmine workers. Upon the board of management's request for assistance, Lee contributed to resolution of the problem by broadcasting a statement which revealed the reality on the company without any confidentiality. As a consultant of a railroad company which experienced a major train wreck, Lee also issued a press release by convincing the company to share information with the public in order to raise its reputation which was depreciated due to the tragic incident.

1.2. Contributions of Public Information to Public Relations

Public information is a public relations action assuming organization-related awareness and constructive image-building through sharing organizations' actions with the public by the means of press media. This approach would be best defined with the following quote by G. Washington: "...it is essential that public opinion should be enlightened..." (Peltekoglu, 1998, p. 61).

Public relation had been generated by the companies' efforts for rectifying their image which had been damaged due to harsh criticism from the press concerning the shortcomings of occupational safety and health that accounted for occupational accidents and casualties in the 19th century America. The struggle into which the press entered in order to reveal adverse circumstances in the companies necessitated the companies to defend themselves. In the following era, a concept of public relations on the basis of public enlightenment had emerged (Peltekoglu, 1998, p. 62).

Grunig and Hunt evaluated public relations within the scope of 'Public Information' model which was utilized from the early 1900's to 1920's besides 'Press Agency/Publicist', 'Two-way Asymmetric' and 'Two-way Symmetric' models. The main objective of the model, being frequently utilized by the government and its related units, is public information (Grunig & Grunig, 2005, p. 328). Despite the well-known fact that the model is formerly utilized by government agents for public information purposes; it is also possible to assert that positive, honest and correct information on organization or individual is focused (Erdogan, 2006, p. 187).

In public information model, persuasion is considered as an indirect objective. The model is more focused on the spread of information. Public relations experts in public information model must transmit unbiased and correct information on organizations to the public (Grunig & Hunt, 1984, p. 22). The main objective here is to share information with the public. In time, Ivy Ledbetter Lee loomed large as the most important representative of

public information model. After graduated from Law School, Lee worked as a journalist and then he sought career in consulting. The most important development which rendered Ivy Ledbetter Lee as a prominent figure in public information was the following approach of "providing the press and the public with correct and clear information in the name of public institutions and companies on related issues of interest" (Erdogan, 2006, 58).

1.3. Public Information as the "Public" of Public Relations

In terms of public relations practices, the concept of 'public' is equivalent to the concept of 'community'. Publics are defined as "*groups of individual people who reside in a certain part of a nation*" (www.genelbilge.com). In terms of public relations; a public is mainly comprised of individuals (with common interests and characteristics) who are affected by actions and transactions of institutions, establishments or individual(s) as much as they affect them. That is to say, the 'public' of organization, institution or individual is its 'community'. In other words, the public of public relations is "comprised of an individual, group or institution that would have actively affected organizational / individual activities in the past or would have potential to do so in the future (Kucukkurt, 1988, p. 269).

Public's characteristics in public relations practices include being affected by actions and transactions of the organization, having impact on the organization and having common interests. Mutual interaction and mutual interest between organizations and their publics becomes possible when reciprocal awareness of both sides is settled. This awareness necessitates a healthy communication. Public relations, being the oldest concept used to define organizations' communication practices or to provide communication between organizations and their publics (Grunig, 2005, p. 14); is also defined as "*the management of communication between an organization and its publics*" (Grunig & Hunt, 1984, p. 6).

2. THE ROLE OF PUBLIC RELATIONS IN POLITICAL COMMUNICATION

The importance of mutual trust and tolerance in relationship between the governing and the governed, especially in the presence of citizens or electors, should not be overlooked. By courtesy of mutual tolerance and trust, the governing power would stand a chance for the access to target audience or for voting behavior.

Political communication is planned and mutual recognition/publicity practices which are performed in the presence of target audience in order to build that tolerance and trust. Applied practices of political communication are often confused with each other due to their common points. These practices have a common point that they are essentially based on communication. In this study, the most distinctive properties of these

practices such as propaganda, political marketing, legal advertising and political public relations are outlined.

2.1. Propaganda

Communication-related persuasion practices aimed towards influencing target groups in order to win adherents to a certain thought, ideology or trend are considered to be within the scope of propaganda. Propaganda, although being a frequently used a political communication practice; has some distinctive features that separate it from the other political communication practices. Propaganda *“is a process through which means of communication are utilized toward the cause of a individual/group in order to form, to control and to alter another individual’s or group’s course of conduct”* (Kagıtcıbaşı, 1996, p. 163-164). At this point, distinctive characteristic of propaganda is its objective in the direction of forming, controlling and altering predetermined manners of conduct of an individual or a group.

In a broad sense, propaganda as a political means of communication would also be defined as *“a movement implemented towards influencing the public opinion and the society’s guidance”* (Daver, 1993, p. 282), although it appears, in terms of the state-public relationship, as a series of techniques utilized by the government in order to impose an ideology on society or to maintain that ideology (Kazancı, 1995, p. 52-53).

In the psychological sense, propaganda is a political communication practice with a powerful aspect of indoctrination and persuasion. According to Brown, propaganda is *“...the more or less deliberately planned and systematic use of symbols, through suggestion and related psychological techniques, with a view to altering and controlling opinions, ideas, and values, and ultimately to changing overt actions along predetermined lines...”* (1992, p. 23).

Propaganda exhibits similar characteristics with public relations that utilize the same means of communication. Reflected reality in propaganda is often used arbitrarily, while public relations should be persistently subjected to vindicable information. Unlike propaganda into which a unilateral communication policy is adopted and feedbacks are not considered, new message is formed in accordance with the reaction obtained from target audience in public relations. While target audience is exposed to continuously transmitted messages to be influenced in a short period of time in propaganda, public relations practice aims to build trust in the light of accurate information by expanding its efforts of message transmission toward target audience in a longer time period.

2.2. Political Marketing

Political marketing is brought forth by practices realized with various political components in order to provide publicly-needed programs/services and to gain corporate recognition and support (Inal & Karabacak, 1997, p. 152). Political marketing activities are comprised of various recognition and publicity practices. Throughout this process starting from affiliation with a political party, political determinants such as various activities of the political party, consistent policies made by the political party to resolve the country's problems and efforts for adoption of those policies fall within the scope of political marketing.

A successful political communication process would only be possible with efficient and productive planning and application of this process. The following are the basic principles to be considered in planning a successful political communication process (Inal & Karabacak, 1997, p. 155-156):

- a.** Target audience of political market should be determined and defined. (Target audience is the electoral body).
- b.** Political market has a common information accumulation and expectation.
- c.** Efficiency of political market depends on how well and correctly the market segmentation is performed.
- d.** All types of communication media should be utilized to reach target audience.
- e.** Products of political parties should have a life cycle (Each party notion is a product).
- f.** Election campaigns, donation and voluntary work have special places in political marketing (Electors give their support to policies indicated by the party and the candidates with their votes)
- g.** Values that the candidates adopted should also satisfy the electors to be approved.
- h.** Distribution channels and publicity practices are crucial in political marketing.

2.3. Political (Campaign) Advertising

Advertising includes all planned and systematic publicity practices which involve purchasing space and time in mass media in order to create demand for a new or existing good/service and/or to increase its demand in the market. Among the similar communication practices, advertising has the most distinctive feature which highlights the objective of influencing the consumers' behavior in order to create/increase demand for a good/service

and the requirement of purchasing space/time in mass media to achieve that objective. According to Inceoglu (1985, p. 121), advertising is a combination of practices such as research on the market to which a good/service would be supplied, detection of advertising objectives, expenses and message types; decision-making on advertising budget, timing and media to be used and preparation of advertising context.

Advertising as a communication-based field has also been used in the political environment besides aiming higher corporate profitability by manipulation of the consumers' behaviors. Political advertising is a process through which a political party or candidate aims to make political statements in order to influence the political visions, manners of conduct and behaviors of the electors by purchasing space/time in mass media (Tokgoz, 1991, p. 257).

Political advertising can be conveniently outlined under six headings (Mutlu, 1994, p. 305):

a. Choices towards the future political actions. In this type of political advertising, the electors are provided with the opportunity to make choices among candidates with political enticement that would best meet their expectations by comparison.

b. Political actions towards the past. It provides the citizens with the opportunity to evaluate the level of their satisfaction induced by political actions in the past.

c. Partisan advertising. This type of political advertising aims the affirmation of the elector's loyalty to the political party. The assumption of this advertising claims that the elector is motivated by party loyalty.

d. Image of benevolent leader. This type of political advertising focuses on a political candidate's personal traits.

e. Ideological advertising. This type of political advertising frequently uses clear ideological terminology for luring the electors into casting their votes for the candidates.

f. Symbolic advertising. In this type of political advertising, illustrations of heroes and villains are produced in order to create a plausible effect by expressing myths and cultural ideals. Examples: "Free Entrepreneurship", "Industry", "Honesty", "Tolerance", "Courage", "Individualism", "Development", etc.

2.4. Political Public Relations

Public relations as recognition and publicity practices aiming to build a positive image of an organization on its target public based on mutual trust and tolerance have some prominent properties such as consideration of

public interest in planned and bilateral actions/transactions. Such properties separate public relations from similar communication methods and political communication applications. The following are the public relations applications and related objectives stated by Public Relations Society of America (PRSA):

- a. Public relations includes the programs that are planned and supported by the management of an institution,
- b. Public relations is related to various public groups which take place within the periphery of the institutions,
- c. Public relations would help the management in policy-making for determining public image of the institution and in managing reputation of the institution,
- d. Builds and maintains a bilateral communication between institution and its target audience,
- e. It aims to provide change with persuasion and manipulation of notions, manners of conduct and behaviors inside and outside the institution as a result of activities,
- f. Builds and maintains new relationships between institution and target audience (Gecikli, 2010, p. 5).

In political aspect, public relations defines recognition and publicity practices based on bilateral communication that aim building positive image, mutual trust and tolerance between a political institution, establishment, organization or a political figure and its electoral body. In order to perform healthy mutual recognition and publicity practices, the electors should be informed correctly and promptly. When public relations of the political administration is in question, public information is the sharing of government program with the public; while it is the sharing of a political party's or a candidate's program with the public if public relations of a political party or a candidate is the case.

3. "PUBLIC INFORMATION" AS A POLITICAL PUBLIC RELATIONS ACTIVITY

Public Information Model in Public Relations aims to provide an environment of reputation and trust by sharing information on an organization's activities with its target audience. The information shared with target audience provides a basis for creating organization-related awareness in the presence of public and thus building trust. In this context, the information shared with the public increases the level of organization's reputation.

Public opinion cannot be ignored; thereby a contribution would be made for building a positive image and trust in the organization and its activities. The public opinion should definitely be informed on events and situations. For realizing this, healthy and steady relations should be maintained with the press. It is highly beneficial for this type of relations to be supported by a qualified perception of service (Ertekin, 2000, p.12).

3.1. Public Information Methods Used in Political Public Relations

Public information in political public relations includes sharing information on election/party program and on action/transaction of political candidate or political administration with the public. Administrative public relations practices, on the other hand, includes sharing information on government program, enacted laws of economic, social and cultural nature and performed transactions related to this field with the public. The types of press media utilized in public information would be defined such as press release, press statement, press announcement, press briefing and press conference.

3.1.1. Press Release

Press release is a written direction prepared for the purpose of informing the members of the news media on any issue by the authorized institutions/individuals. Press releases, in terms of public relations, have an important role as transmission tools that aim for sharing organization-related newsworthy written information with the public opinion.

Press releases are information tools which should be carefully considered and emphasized in each phase such as design, typing, publishing and distribution. The following factors should be considered for the preparation of a successful and striking press release (Geylan, 1994, p. 119):

- a.** The writer of press release should have the vision of a journalist,
- b.** News reports in press release should be prepared by using WH-questions techniques in accordance with the core principles of journalism,
- c.** Press release should not contain any advertisement or propaganda purpose,
- d.** The topic/issue should be up-to-date and seductive; written text should abide by grammar rules,
- e.** Press release, if required, should be accompanied by such supplementary materials as photograph, picture or graphics,
- f.** The required degree of diligence should be exercised when including such descriptive information as date and address in press release.

3.1.2. Press Statement

They are the statements which contain related information on the issues of an institution or establishment to be shared occasionally with the press media. In general, such occasions as the debut of a differentiated or a new product, prize-winning institutions/establishments, celebrations/anniversaries, opening of a new branch and common activities performed with other institutions and establishments are featured in press statements. Press statements must be written by using plain and explicit language and must base on actual and consistent data (Okay & Okay, 2002, p. 52).

It should be kept in mind that press statement is primarily a news report that aims to inform the target audience. Therefore, press statement should be written out in response to such basic questions as 'what, where, how, when, why and who'. One should keep in mind that such objectives as advertisement or sales increase are not considered in preparation of a press statement. Therefore, press statement should not contain a pompous language with rhapsody. As a highly important component of press statement, headline should be noteworthy and concise since the media members and top-management officers do not have enough time to read the whole text of press statement.

Following the headline, a press statement should have the sections as listed below (www.kurumsalhaberler.com, 28.11.2014):

- a.** First Paragraph: The news is broadcasted.
- b.** Second Paragraph: Newsworthiness is expounded.
- c.** Third Paragraph: The text is interspersed with quotations from top-ranking managers of the organization.
- d.** Fourth Paragraph: Past of the organization is mentioned.
- e.** Fifth Paragraph: Information on the organization is provided.

3.1.3. Press Announcement

Press announcement involves transmission of an important and up-to-date information, action or news pertaining to an institution, establishment, organization or individual which would attract a large portion of the public opinion in social, political, economic or cultural sense via various mass media. Press announcement made on any subject would be able to take place in mass media as a news report. Press announcement can be made verbally as well as in writing.

The following factors should be considered in preparation of press announcements (www.kaosgl.com/sayfa.php?id=2650):

- a.** The headline of a press announcement should be striking, explanatory and concise.
- b.** As well as press release, press announcement should be prepared in response to WH- questions.
- c.** It should be prepared to provide reporters with the basics needed to develop a news story.
- d.** Unnecessary designations and exaggerated language should be avoided within the context of press announcement.

3.1.4. Press Briefing

Press briefing is one of the most prevalent press relations methods to which one would resort for much more detailed and important issues that cannot be expounded by press announcement in general. A circumstantial program file including time and place should be served to press members prior to press briefing. A top-management executive of the organization/institution should participate in the briefing.

Accessibility of the place in which a press briefing is to take place should be considered diligently, and if possible, the participants should be provided with easement of access. Detailed information on the matter subject and the speaker should be enclosed in the invitation card if necessary. A well-attended briefing meeting would also facilitate sharing of information with larger crowds (Onal, 1997, p. 66).

3.1.5. Press Conference

Press conference assumes even greater importance in terms of the publicity of institution/establishment. Therefore, it is possible to think of press conference as an important public relations practice (Tortop, 1993, p. 66).

Prior to scheduling a press conference, the following questions should be answered (Okay & Okay, 2002, p. 77):

- a.** What is the reason for arranging a press conference?
- b.** When and where will a press conference be held?
- c.** Who should participate in a press conference?
- d.** Which topic(s)/issue(s) will be discussed at a press conference?
- e.** Which materials should be prepared for a press conference?

3.2. Requirement and Benefits of Public Information in Political Public Relations

Information on political party, political candidate or administrative action/transactions/policies is shared with the public opinion at various levels by using the press media. Implemented policies are tried out in terms of their justness and integrity in the presence of the public by the means of transmitting any type of information with the public except for some to be concealed so that the public interest would be observed. Public information practices that are performed within the context of political public relations contribute to openness, public participation and accountability, maintenance of trust and administrative legitimacy.

3.2.1. Openness, Participation and Accountability

Openness, besides transparency, is one of the basic principles of a democratic administrative mentality. Openness in administration means 'democratic administration', 'transparent administration' and 'government in sunshine' (Findikli, 1996, p. 103). Such concepts as 'open administration' and 'accountability' also involve similar meanings (Akyildiz, 2004, p. 448). Both openness in administration and transparency define an honest administration mentality in which the public would attain accessibility to documentation pertaining the administration's actions and transactions. Openness and transparency are important in terms of dominance of a democratic administration mentality on one hand; and elimination of such complications as malpractice and corruption that would have detrimental effects on efficiency and productivity of the public administration on the other hand. Openness appears as one of the most important control mechanisms that would promote accountability of the administration. Because, openness and transparency necessitate sharing of unbiased and reliable information openly with the public opinion in order for the government to declare its objectives and to determine required policies for attaining those objectives (Memisoglu & Durgun, 2008, p. 426).

Participation is defined as "*a dynamic interaction which requires participation in decision-making process and production of mechanisms to be operated in both central and local administration levels*" (Alkan, 2000, p. 58).

Accountability is primarily about the quality of public services. In this respect, administrators must perform public functions with their legal and social responsibilities. The quality of public services and their differences from private sector contribute to the importance of accountability in public administration (Eryilmaz & Biricikoglu, 2011, p. 27). In order to improve accountability, administration should provide the public with information on bureaucratic action and transactions performed in the past periods and

should also provide public participation in the process of making policies in the future periods (Baum, 2011, p. 146).

Administration, by sharing information on its actions and transactions with the public opinion, results in openness in administration, public participation and a more democratic administration mentality.

3.2.2. Building and Maintaining Public Trust

Trust has an important role and significance in human manners of conduct pertaining to institutions and establishments with which the people are interacting in commercial, cultural or political sense. Therefore, trust is considered as the basic ingredient in many human relationships. Trust, as a concept, is perceived as the state of having or not having trust towards such important components of the social system as institutions or organized structures. Trust, due to also having such functions as minimization of confusion and elimination of uncertainties and risks, plays an important role in maintain a healthy communication among institutions and individuals. As a result of contemporary improvements in mass media, human relations become more complicated while persuading people on a particular issue and gaining others' trust become even more difficult. In the light of these circumstances, it becomes even more important for institutions and establishments to build trust with its target audience in order to achieve their business and communication targets.

Trust concept would also be defined as “*a relation where the person who trusts believes that the trusted one will do something that is beneficial or at least non-detrimental to him*” (Picci, 2011, p. 49).

The concept of trust has become popular in public debate and academic analysis. Especially in developed countries, this interest is highly associated with concern for the decrease of trust in government institutions and public administration professionals. Trust has emerged as a basic factor affecting capital investment, relationship marketing, intercultural communication and various types of cooperation (Paliszkiewicz, 2011, p. 315).

The concept of trust in public relations practices appears to be important in terms of improving bilateral relations based on mutual trust, goodwill and tolerance between an institution/establishment and its target audience. Gaining trust of target audience is one of the main objectives of public relations. Trust has a critical position in public relations which aims for establishing a successful communication in relationships based on mutual goodwill. In this respect, trustworthiness is a virtue which would only be acquired throughout a long period of time despite the fact that it may vanish almost instantly (Karatepe, 2008, p. 84).

Administrations will cease to exist in the long-run unless they tend to gain and maintain trust of the citizens being their target audience. It is mandatory to provide trust in public administration. Administrations need their citizens as much as the citizens need public administration. Trust, as the most important component, provides the administration with legitimacy and approval/support of target audience.

Transmission of information to the public opinion in political field with openness would positively reflect upon the reputation of a political party, a government or a political candidate in the presence of the public opinion. In this respect, the possibility of gaining public trust and support would also be increased.

3.2.3. Contribution to Administrative Legitimacy

Contemporary cross-references which are made to almost any type of social relations unavoidably cloud the nature of the concept. Another uncertainty stems from the confusion of legitimacy and legality concepts. Although legitimacy is occasionally based on legality, administrators that abide by the constitution and other laws cannot be necessarily considered as legitimate in the eye of the governed. Legitimacy is the degree of justness or injustice for the administrators' actions/transactions in the presence of the public opinion. In this respect, a law-abiding application is legitimate only if it is also supported and justified by the public opinion.

Lipset asserts that "...*legitimacy involves the capacity of the system to engender and maintain the belief that the existing political institutions are the most appropriate ones for the society...*" (1959, p. 77). David Easton, in favor of that notion, defines legitimacy as "*a supplementary sense that was created and transmitted in a political system*" (1957, p. 399). When administrative legitimacy is in question, the ones who hold offices should explicate their justification of being in power, their actions and transactions and the inferences made with a significant and satisfactory explanation toward the public opinion. Each societal system is obligated to maintain its legitimacy and to question its political power periodically (Atiker, 1998, p. 119).

Although the existence of political administration depends on a juridical basis, it should be reinforced with its justness in the presence of the public opinion. Some functions of the public relations appear to loom large in terms of providing the organizations which serve different purposes to attain, directly or indirectly, a political power/interest with legitimacy.

4. CONCLUSION

Public relations is a planned management process communication activities that aim to build and maintain positive relationships between

organizations and their publics based on mutual goodwill, tolerance and trust. Building tolerance and trust between institutions / establishments which have social, economical, political or cultural activities and the other sectors can only be possible with a mutual information exchange. With the help of bilateral information exchange between institutions / establishments and their target audience, related individuals can be aware of organization's actions and transactions. This contributes to create a organization-related awareness in the presence of target audience, while a organization-related trust is built at the same time by public adoption of the organization's policies and programs.

'Public information model' in public relations, by sharing the correct and undistorted information on institutions/establishments with target audience in a proper manner/fashion, makes crucial contributions in terms of providing persuasion and consolidation the sense by increasing the plausibility in relations between institution/establishment and target audience.

With the help of bilateral interaction between the organization and its target audience; public relations, aiming improvement of trust and goodwill, appear as a communication management process also being utilized in political field for providing trust and persuasion. Unlike other communication practices utilized in political field such as propaganda, political marketing and political advertising, public relations aims to build trust and tolerance between the governing body and the governed by informing the public with openness and honesty.

In political public relations, public information is performed with the help of such practices as press release, press statement, press announcement, press briefing and press conference. Determination of which method to be used in public information mainly depends on the proposition's importance, extent, social group of interest, timing or process.

Public relations and public information, in terms of political communication, help for providing the administration with openness (transparency) by informing the public on actions and transactions of the political institutions/establishments. In that respect, important contributions are also provided for public participation and administrative accountability. In the light of sharing performed policies in the past and the future policies with the public, the opportunity for taking considerable steps to build and to maintain trust in public opinion would be increased. Justification and legitimacy of administrative actions and transactions is also put to a test by public information in the eye of the public opinion.

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