Electronic media role in the public relations

Review of the role of social media in international relations

Islamic public relations

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Abstract

Unique role of social media in shaping and public opinion polling and form to political events-social-economic and … It is no secret. by reviewing the recent international and regional media with a look at the clarity it can be found source of many developments in the bed social media For influence media including media and social fertility in public opinion in the international level and regional goals based on the very high. This space can be affected by social media, public relations, facilities and media tools to promote social relations and find a place in the international level. The aim of this study was to investigate the role of social media, such information - Crisis Management - Building Trust - Islamic Propaganda in Public Relations from the International Islamic and In order to promote relations and establishing position and brought lasting public relations in international relations in the Islamic countries. For this study society all statistical experts and public relations managers and managers of international relations international member of the public relations are Iran’s among them a simple accident and With the use of the table Morgan volume of selected sample and tools to help questionnaire and deep interview to collect information has been dealt with.

Theory governing this model research linking Westley and MacLean and 4 assumptions research has been theory: First theory: The international media help social media and promotion of bilateral relations and create a suitable place public relations of Islamic in the international arena relationship do you mean there.

Two theory: The crisis management to help the international media see social relations creating appropriate status public relations of Islamic in the international arena relationship means you are there.

Third theory: The confidence-building to help the international media see social relations and create a suitable place public relations of Islamic in the international arena relationship means you are there.
Forth theory: The crisis management to help the international media see social relations and creating a suitable place public relations of Islamic in the international arena relationship means you are there.

Results of research Corroborant theories and research indicates reliefs and media key social position in creating a suitable public relations.

Keywords

Social media-relations between the international community-Islamic Relations public-appropriate status Islamic Islamic public relations

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Introduction:

The progress of an alternative to the first decade of the i from another friend in technology and communications and information and the media has been taken and the world to interpret the marshal Mac so often turned into a global village. Today methods of communication and information domestic and overseas affected by the new communication technologies are diverse. Social networks are one of the modern tools. Using the media of social organization for communications and an organization that is a look at the early 1990 s 20th century by the Public Relations for organizing communications outside their organization. according to the public relations of the bridge and in communications inside and outside of the border technologies benefited on the new communication tools and discriminating authority efficiency of public relations in fulfilling both sexes easier than the past. In the era of social media, with industrial developments should reflect the issues, Changes, It means new dimensions, a new definitions and with no legal obligation can cause. In that environment and new Varier K., the organization which is based on public relations of classic if they are with the nature of the communication technologies such as the new media are not in accordance with the international communications with serious problems will be faced. The Internet and social media services to good international relations have become a serious option. Islamic countries as well as because of a very good opportunity to help social media to do their duties including information - Crisis Management – Advertising and confidence-building can use these new tools used to study the process therefore use and Media strategic role in social relations between the international Islamic public relations in this article will be studied.
Question

In recent years, new communications technologies in communications and social media have become a growth acceleration and With regard to the acceptance of the public opinion have faced and largely affect the way communication at various levels have and communications have changed the entire ecosystem. So far that in addition to the people-organizations and countries are also seeking to use this space to gain access to communication goals. (Harvard university, 2005)

75% of consumers online via social networking sites and email sharing of news takes place. Lavrusik, 2010b

Today with the media of social organizations to gain access to his audience redefined in the public relations and their functions. For a pivotal role in the atmosphere more new media seek social collection methods, Gatekeepers founder and Distribute their news content to suit the new global network environment to redefine. The modern intelligent and learner (like news agencies such as New York Times) believe that power of influence and Media influence on social users and their addresses so it’s gone up to be considered as serious and as a tool connection and access to the audience to inform-confidence-crisis management and their propaganda should the media should take seriously. parr, 2009

The issue discussed is that social media function in the public relations of the Islamic ideal can function and The atmosphere of generosity and come to the communication organizations’ and Islamic institutions to establish a relationship with your audience whether individuals - organizations - the Haw ... Can benefit? whether Islamic countries to establish international relations and introducing and preaching Islamic culture through public attendance of the Islamic institutions can help social media easy access to the high volume of Muslims in the world for their? The opportunity to carry out the important role of public relations in the international arena (Information - Advertising - confidence building and crisis management) may be in cyberspace

This article is concerned about reaching to answer these questions.

The importance and necessity

Today the intelligence community emphasis on collecting and distributing information is no production and distribution of material goods. The modern age of new media and social well-known because social media manufacturer information not often play a vital role in sharing information and serious leadership role in the global network 2004 global political, diplomatic, cultural, economic, financial and other areas have and In providing immediate news and information distribution will play a key part.
services that the system of electronic information and at the top of them internet presented including: free access to information, the cost at least, the speed and scope information reflection of events, interpretations and propaganda in favor of certain groups in a way that the meaning of information-management-Public Relations-International Relations in this space fundamental change. Realm of international relations in the media in the atmosphere of social security is very extensive and wide. All monopolized and interaction between the governments and international organizations and non-governmental institutions, in the field of study International Relations. (Ghaderi, 1379: 57-73)

The interpretation of "Rosental Calmon Alves ", the digital revolution revolutionary media industry so great and historic that it can be revolutionary with Gutenberg invented with printed in 15th century A. D., comparison. He uses the term "media ecosystem" explains the twenty-first century media industry in other ecosystems will be dominated on the digital platform. Gutiérrez, 2011

The main concern for this article is that the rise of the media and social development, a new borders in thought-decision-management and planning institutions and organizations-men-countries and ...It is. And this is the strength of studies and basic research in the field by state media and social hopes in international relations in the public relations to a new constitution. Muslims especially Muslim countries, despite the surge is working - working and living in this world are not affected by the new technology, with eyes closed and apart from new communication tools its international management and the economic and cultural life and identity ... To realize. Yet the role that social media today in international relations have accepted with Islamic countries should not be rational escape but necessary study and Knowing efficiency and the manner of services and the quality of the media services overseas culture and Islamic constitution need it seems. Knowing efficiency and the manner of services and the quality of the media services overseas culture and Islamic constitution need it seems.

The research

Review of the role of social media in international relations, Islamic public relations

Questions

The first question: Whether social media to inform the international relations and see a suitable place public relations of Islamic in the international arena can be effective?

The second question: Media does social crisis management for International Relations see creating appropriate status public relations of Islamic in the international arena can be effective?
The third question: Whether social media for confidence-building see international relations and create a suitable place public relations of Islamic in the international arena can be effective?

The fourth question: Does the mass media for social crisis management see the international relations and creating a suitable place public relations of Islamic in the international arena can be effective?

**Literature review**

A review of previous research

Timothy Currie Key words: a reporter university King's College in an article for the international symposium reporter online in April Glaspie years (2011) at the University of Texas was held media service based on the social place Foursquare said and Social media services "Foursquare" was launched in March 2009 and According to the latest research from February (2011) 5/6 million people have used this service. Users can download the service on their smartphones. So they entered the virtual location is called Venus. They say 140 notes send to friends in the virtual space. Users can bookmark their work that they have done and the work that they must do then, have a list prepared. Although the service of merchants and tradespeople to work was to make customers aware of the product But public relations to turn the service to communicate with the audience and Links to customer service and shipping - Organizations - Executives and... Were benefited.

The new media social service, the most famous public relations of the newspaper in the west of the New York Times, Financial Times, Wall Street journal and metro from the beginning of his attention to 2010. Currie the findings of the Bradshaw last year, Jenkins, snow and Lavrusik pointed out that the reporters have asserted that Foursquare can be an important tool for news organizations including the public relations and And also a Pew Research Center (2010) noted that stipulates the distribution and consumption of information has increasingly become a shared social experience. Currie, 2011

Project research center of excellence in journalism, "Pew"(Project for Excellence in Journalism) reported that 30 percent of social media communication experts agree that the best thing they have done this is a public relations opportunity for the international relations of high speed data. Pew Research Center, 2009 Of course this is only possible in the presence of public relations, media production and content in this space is not. The professional association of international networks climate change are and Provide new forms of public relations. He believes that the relationship with the audience in this new space, Affected by the new form new connections that link and to establish a
permanent, public relations and contacts between them as People around the world can interact with each other. Heinrich, 2008: 2

Dan Zarrella also recommended that all public institutions should have strategies in social networks are, in an article on the types of strategies to advance the goals of the organization are discussed. Phelps, 2011

The strategy of the public and organizations in developing countries are taken seriously. For example, in the English newspaper nationwide 131 official account are less than 1.5 million chaser was disappointed “of course in the year 2009 cloth.”

As can be seen a few references on the role of social networks in international relations, public relations can be seen the network of social role in international relations in the public relations that the source of Islamic and complete a specific reference and the result.

**Theoretical study**

Given that the prevailing view of the Maclean's Model Westley:

(One of the most complete model that agrees with the theory of transfer. In other words, the previous model to transfer messages, channels and messages are seen maker, Westley MacLean is not seen in the model, Instead, in order: 1 - incidents and events, 2 - channel and the role of communicator 3-messages 4- messages are stuck.

So the mass communicator of ideas and events in the social environment, there is a choice to give. In this model, the mass communication process is not unidirectional and linear feedback influenced the makers of the media is the message.)

In this model of public relations as an active communicator and selector in the international arena has to choose and Canal of a strong relationship and widespread international media in the name of social security has been using message to the world with regard to the priority that it for them. Due to its key role in the implementation of the four will be available to an international audience. And With regard to the fact that international relations in the public relations in 4 main realm of information-propaganda-confidence-building, crisis management will be reviewed by the theoretical framework under investigation in the form will be presented.
Assumptions

First theory: Between international media and social media to help promote ties and good standing of public relations in the international arena, there is a significant relationship.

Second theory: The international crisis management and social media to help promote ties and Proper niche of public relations in the international arena, there is a significant relationship.

Third theory: The social media to help build confidence and promote international relations and Proper niche of public relations in the international arena, there is a significant relationship.

Forth theory: The international crisis management, social media to help promote ties and Proper niche of public relations in the international arena, there is a significant relationship.

Basic concepts and operational definitions of variables or their

Public relations
Public relations is the knowledge by which organizations are conscious of their social responsibility to act in order to try to understand and support those who are important to the institution earn.

The public relations efforts and actions consciously and deliberately planned to deploy and gain mutual understanding between an organization and its target groups.

Edward Berneays, one of the founders of the field, which was among the first people Public relations can be defined as a serious and noble profession. In 1952 he gave a definition (Revising the definition was introduced in 1923 and had less comprehensive )Still one of the simplest, yet most precise definitions of the field. He says public relations is:

1-The information is given to people.

2-Encourage efforts to change attitudes and behavior of the men.

3-Attitudes and practices of an institution attempting to integrate and interact with your audience attitudes and actions of the Institute of audiences.

To inform, to persuade, and acts of solidarity that governs the practice of public relations. These actions on the part of every relationship and bond with each other implies: Relationship between an organization or group with an audience of listeners. Rex Harlow's definition of the pioneers in the world of public relations Public Relations Society of America founder says, Public relations is the knowledge that, organizations consciously strive to their social responsibility to mutual understanding and support for those who are important institution, to obtain. He collected 500 definition of public relations, and then check them says: A public relations function and a managerial work it is clear that the building and maintaining lines and bilateral communication, understanding and bilateral cooperation between the organization and a public aid, a task that requires management includes management problems and issues, Management to help the public informed views and for them to heed and responsible manager of responsibility for the service in line with public interests and the emphasis on definition, Management to help with the courage to accept change and effectively to take service, As an early warning system to work to the environmental trends predicted that help, and the research and communication techniques of moral reasonable and proper as a tool to use its main.

Public relations managers of a effort to persuade the people or influence in their opinion, by means of communication is use it to the people who go to the organization and it will respect and support . Culture – 1389

Role of public relations in the transition from the industrial age to the electronic age by a doctor Ali Akbar cultural gathering of members of the International Association of Public Relations defines public relations manager was:
The traditional

1. Management culture
2. Emphasis on problems
3. Seeking perfection
4. Grueling competition
5. One dimensional thinking
6. Organizational structures defined

The modern age

1. leadership culture
2. Search for opportunities
3. Underlining expectations identified organizational
4. stimulus and joint cooperation with the other
5. Multidimensional Thinking
6. Creating favorable conditions for doing

PR Log Gutenberg world to the world of communication McLuhan and Then the virtual network and the communication functions for the organization and is and Public relations and communications firm foundation and It is important era in the development of its technology with advanced communication tools to Including media and social media. Among the most central and most specialized areas of public relations with the media, media is the most appropriate opportunities for the relations with the public opinion for public relations. Effectiveness and efficiency of the mass media, especially social media communications is higher than other techniques.

International relations, public relations:

International relations or the international community is the study of all transactions, business, contacts, flow of information and response from the international community, consisting of separate ”countries” and its components are very wide scope and broad knowledge of international relations. As the definition of the ropedancers, All monopolized and interaction between the political units (governments) and international organizations and non-governmental institutions, in the field of Investigations and Studies the science.( Ghaderi, 1379: 57-73)
But what we in the research as international relations in the discussion supranational communications Public Relations we study-an organization and Wide area communications and public relations for today's modern tools (social media) is possible.

**Social Media:**

A kind of media that the new technologies of communication and information and in the virtual space and the Internet has occurred. Social media can be seen in seven groups classified differently: Social networks, blogs, wikis, podcasts, forums, micro-blogs content communities are seven types of social media.

The main features are:

May contribute to: Social media sent by the audience feedback and cooperation and keep pace with the media have to facilitate and encourage it. The media and the boundary line between the media and the audience have.

Openness: Most social media to engage members and are open to feedback. They vote, leave comments, and to encourage the sharing of information. Rarely an obstacle for production and access to the content in the media.

Interaction: traditional media publishing operation performed over content for the audience were sent, But in the social media space for dialogue and conversation, there are two sides and Communication flow has shifted from one-way to two-way.

Formation of online communities: Social media this possibility, they established a congregation s speed and groups to take shape and established an effective communication. The online can turn around common interests like photography, a sports team or a TV program has been formed.

Ability to communicate: Most always social networks in developing connections and communication and are with the sites, the resources and other individuals contact. (Mowla’ii, 1388)

**Information on social media:**

Social media increasingly used by so that they are believed to reflect, as well as a tool for allotment information among communities. In the world of social networks, including social media, are considered, news go between separation of society to societies with the fields of interest and different taste, news from the realm of much faster than any broader and more effective and published. The allotment information that perhaps at the first is a simple, chasing its powerful human societies. (Twitter Privacy Policy, 2009)
Today the audience members that they should now be called, will be participating in the processes of production, including news, publishing and sharing comments have been involved. Pew Research Institute in the past year about the "possibilities of the Internet and mobile news and Changes in consumer tastes News "also found that" nearly 37 percent of users actually have been involved in these processes. More statistics on who is online news and blog posts to news reports, the written opinion. About 17 percent of users on social networking sites such as Facebook publish news. In addition, about 11 percent of users are involved in the labeling and classification of online news, about nine percent of users own output as text, images and videos are published on news websites and about three percent of the users of the micro-blog service Twitter as a news release or news releases are . (Mowlaiii, 1390)

This issue is an effective role in social competence people and has several investigations and to edit has allocated. (Durham University, 2006) It means of information in the mass media is the next few Social. The starting point for organizations with public policy in this area has been and to provide a common space and the rest of information by – group and member of the media and communication with the limits the information to a distribution network. Recent protests in the region that have their own interpretation of the Twitter Revolution is another example of this ability. The new tools of social media to the extent that even the revolutionaries (the recent developments in the region) have been called. (english.aljazeera.net , 2011)

**Crisis management in social networks:**

With the growth of social media dynamic and complex communication patterns are formed and Gradually the character of network connections in social networks, Public relations is a network structure in which decentralization and Nonlinearity parameters of public relations in the 21st century and The network model is called public relations. (Heinrich, 2008)

Media due to social ability to attract the audience in the mass and participation in the process to shape public opinion wide range of people around the world, a considerable role in the crises and stepped into political and economic one. Performance of social actors (including the media) are a crisis to stability, peace and transparency Or conversely lead to more serious ¬ crisis and fears of the News Media, the increase of the critical state. In this critical situation, in addition to the factors threatening social structure and media activities, the kind of confrontation approach and the media in critical condition is effective. Through new media, public opinion becomes a powerful force. depending on the circumstances, the results of the media to inform the public how to be a question about the dangers of technology.
Robert calmnaf (1998), the potential role of social media in crisis prevention and management, will summarize.

- Direct communication between parties
- Ensuring
- Deal with misconceptions and wrong
- Conflict analysis
- Identify critical issues related to privacy interests
- Creating empathy (and cooperation) between competitors
- Avoid emotional consequences
- Encouraging the balance of power, and defining frame conflict
- Creating Consensus

**Building Trust in Social Media:**

In practice the issue of credit in the media including social concerns of the research researchers and how it will be in media atmosphere of social right from wrong distinguishing. For example, "Jenkins' editorial acknowledges that errors occur in all But he suggested that "before you post something on Twitter or Facebook, the key questions to ask ourselves. This helps take the media seriously. (Kiesow, 2011)

Those researchers who have greater confidence in the validity of the news in social media argue that the audience members are now, thanks to new technologies, to get the news about their favorite and most trusted circle of friends dignity are ignored.

"Jay Rosen," New York University journalism professor, in particular, has made clear that this is not due to the saturation of information is the only filter failure. He believes that the user trust that people who never knows it's not comparable with confidence that the news organizations. Some believe that social media basically due to cooperative nature and the people that they are valid and Official Media Relations due to power requirements and political economy of the credit for they have less. Although research is stabilizing the point of view, like research about the credibility of big media in the United States has been done and shows "The last two decades, utterly lost confidence in the United States is compared to the press has been reduced And 84 percent of the people to what they call in the newspapers, do not trust. This issue according to the political and social conditions media system is different from each country. Research also showed that although the mass media is reference social audience are
consumption habits and news has changed. Some news often follow (multiple sources) a fund. But despite all these credit still media valid social position of traditional media in Canada is not lessened. " (PhysOrg.com, 2011)

Today is the issue to public dialogue and to order the flow of information and facilitate collection, distribution and understand the news media that can social public trust. (Hermida, 2010c)

Public relations tool to help social media can be printed with correct information reliability between more users to His followers and influence in the minds more users.

Propaganda in the public relations Islamic:

**International Development**

Propaganda publication or embarrassment that the behavior or ideas or both but international propaganda expenditure nationality of the people who are propaganda works global borders factor, It means institutions or individuals from a government propaganda for the transfer of the residents another country. International propaganda as a means of communication and trust-building recognition at the international level is raised. Multi-dimensional concept of advertising and public relations are used to perform many tasks. Including advertising culture - economics - an audience - building trust and...

Islamic countries with Islamic organizations and institutions for the international communications are in the issue should be propaganda on Islamic culture as the cause of his window and communication concentration and Opportunities and relationships with other people - it is important for institutions to provide Islamic Cultural ads will focus on areas of common and the insistence on the cultural differentiation between viable and positive connections shall be provided to prevent the bed.

"Coverage of Islam in the West" is the title of a book by Edward Said (a researcher and scholar of contemporary Islam) wrote accordingly. He reflected on the books of news in the mass media, especially the American West on Islam - the most common and prevalent negative images of Islam and relate to any of these images, no images match what Islam is not. In fact, a mass media campaign to promote the Islamic West will offer to its audience. " Islamophobia and Islam optional" While these ads are just so mind-oriented editors and media managers.

**Research method:**

Survey – Solidarity
The experts and public relations managers and managers of international relations organizations’ a member of the international public relations between Iran and in total (230).

Sample size and sampling method:
Morgan randomly using the population sample size of 30 was chosen.

Method of collecting information:
Information has been collected through a questionnaire.

Method of processing information:
Regression and Correlation

Findings

In theory study first: The international outreach of social media to help improve relations and make the appropriate role of public relations in the international arena, there is a significant relationship.

<table>
<thead>
<tr>
<th>The number</th>
<th>R</th>
<th>R2</th>
<th>modified R2</th>
<th>F</th>
<th>no meaningful level</th>
</tr>
</thead>
<tbody>
<tr>
<td>30</td>
<td>0/702</td>
<td>0/492</td>
<td>0/474</td>
<td>27/15</td>
<td>0/001</td>
</tr>
</tbody>
</table>

The results of the table shows the amount of the coefficient of diagnosing related to the relation between the information to help the international media and the establishment of social position suitable public relations of Islamic in the international arena to 492/0 “communication 2 petty crime that this amount shows 2/49 percent of the changes related to appropriate status public relations of Islamic in the international arena by giving information to help the international media of social explain.
Table (2) the equation of the regression line

<table>
<thead>
<tr>
<th>The number</th>
<th>R</th>
<th>R²</th>
<th>modified R²</th>
<th>F</th>
<th>no meaningful level</th>
</tr>
</thead>
<tbody>
<tr>
<td>30</td>
<td>0/398</td>
<td>0/158</td>
<td>0/128</td>
<td>5/27</td>
<td>0/029</td>
</tr>
</tbody>
</table>

The dependent variable: Appropriate role of public relations in the international arena.

Table

beta above shows the results of the final regression equation regression line of the table can be drawn.

(International media) 663/0 + 92 / 1 = position of good public relations in the international arena

The above table shows the results of the international media help social media has a significant impact on establishing predictable and convenient position in the field of international public relations. The beta can be said with regard to every one unit increase international awareness of the help of social media, the role of public relations in the international arena 702/0 are affected. This is achieved with respect to t is significant at alpha 5 hundredths.

Third theory study:

The social media to help build confidence and promote international relations and public relations of good standing in the international arena, there is a significant relationship.

Table (5) simple regression

<table>
<thead>
<tr>
<th>Significance level</th>
<th>t</th>
<th>Standardized beta</th>
<th>Non-standard beta</th>
<th>Regression</th>
</tr>
</thead>
<tbody>
<tr>
<td>0/318</td>
<td>1/01</td>
<td>0/702</td>
<td>1/88</td>
<td></td>
</tr>
<tr>
<td>0/001</td>
<td></td>
<td></td>
<td>0/127</td>
<td></td>
</tr>
<tr>
<td>5/21</td>
<td></td>
<td></td>
<td>0/663</td>
<td></td>
</tr>
</tbody>
</table>

The above table shows the results of the regression coefficient of the relationship between international confidence through social media and Proper niche of public
relations in the international arena with \( \frac{158}{0} = R^2 \) shows that the rate of \( \frac{8}{15}\% \) of the variation for the position of public relations in the international arena by international confidence can be explained with the help of social media. Also according to the alpha 5 hundredths of F is significant.

Table (6) the equation of the regression line

<table>
<thead>
<tr>
<th>Significance level</th>
<th>Standardized beta</th>
<th>Non-standard beta</th>
<th>Regression</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>beta</td>
<td>standard error</td>
<td>B</td>
</tr>
<tr>
<td>0/170</td>
<td>1/41</td>
<td>3/09</td>
<td>4/36</td>
</tr>
<tr>
<td>0/029</td>
<td>62/29</td>
<td>0/398</td>
<td>0/219</td>
</tr>
</tbody>
</table>

The dependent variable: Appropriate role of public relations in the international arena

Table B above shows the results of the final regression equation regression line of the table can be drawn.

(International confidence) \( \frac{504}{0} + \frac{36}{4} = \) good standing of public relations in the international arena.

The results of the table shows confidence-building to help the international media and promotion of social relations effect a meaningful and predictable appropriate status of the public relations of Islamic in the international arena.

The beta can be said with regard to every one unit increase international confidence with the help of social media, the role of public relations in the international arena 398/0 are affected. This is achieved with respect to t is significant at alpha 5 hundredths.

The fourth hypothesis of the study: The Islamic Development International to social media and public relations of good standing in the international arena, there is a significant relationship.

Table (3) simple regression

<table>
<thead>
<tr>
<th>The number</th>
<th>R</th>
<th>R2</th>
<th>modified R2</th>
<th>F</th>
<th>no meaningful level</th>
</tr>
</thead>
<tbody>
<tr>
<td>30</td>
<td>0/495</td>
<td>0/245</td>
<td>0/218</td>
<td>9/07</td>
<td>0/005</td>
</tr>
</tbody>
</table>

The above table shows the results of the regression coefficient of the relationship between international advertising to social media and Proper niche of public relations in the international arena with \( \frac{245}{0} = R^2 \), which indicates the rate of \( \frac{5}{24}\% \) of the
variation of the proper role of public relations in the international arena can be explained by Islamic propaganda. Also according to the alpha 5 hundredths of F is significant.

<table>
<thead>
<tr>
<th>Significance level</th>
<th>T</th>
<th>Standardized beta</th>
<th>Non-standard beta</th>
<th>Regression</th>
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<tbody>
<tr>
<td></td>
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<td>The origin width (a)</td>
</tr>
<tr>
<td>0/002</td>
<td>3/43</td>
<td></td>
<td>1/82</td>
<td>6/23</td>
</tr>
<tr>
<td>0/005</td>
<td>3/01</td>
<td>0/495</td>
<td>0/225</td>
<td>0/678</td>
</tr>
</tbody>
</table>

The dependent variable: Appropriate role of public relations in the international arena

Table B above shows the results of the final regression equation regression line of the table can be drawn.

(Islamic propagations) 678/0 +23 / 6 = PR Islamic rightful place in the international arena

The above table shows the results of advertising with meaningful and predictable effect on the proper role of public relations in the international arena. Also with regard to the amount of Beta can be said to increase with a unit of Islamic propagations, appropriate status public relations of Islamic in the international arena 495/0 affected and this amount, with regard to the level of 5 per cent Spectrometer meaningfully.

As this study has shown that all four aspects of international relations, the role of public relations in the international arena if they are responsible (Information - Advertising - crisis management and confidence building) to do social media, the impact of this new type of communication will be very high and Influence and impact on the audience - the audience reach - Size Exchange - Total Communication - Communication speed – costs and time communication and continuity of life and relationships would be very different and more effective than traditional means of communication.

Conclusions

Changes resulting from advances in information technology and communications, the concept of many phenomena, including "Public Relations" has changed it and Effects of new technologies has created a new era in the history of public relations and Bed shaping "public relations" Electronic has provided much of the audience at the Public Electronic Communications in Cyberspace and In social media with higher speed - less - More national and international audience formed. We must accept that in the current situation, development of e-public relations is not only a necessity, but an undeniable requirement is that whether or not you should go into it. Public relations reasons mentioned above should be able to step in quickly, while acceptable by traditional
methods aside and Using highly advanced tools such as social media, to perform their duties. yesterday’s audience because the audience is different. Audiences today looking information and are awaiting information from others, therefore, public relations should be using modern methods, contact information inside and outside the country will be provided as soon as possible. The role of public relations in a society that has a general role in the momentous task of implementing the policy, planning and performance, and achieve goals and to evaluate the success or failure follows. Achieving such a role, the organization will seek to identify correctly the status of public relations and support it.

Suggestions for future research:
Since the media to global network Global Network Leader, political, diplomatic, cultural, economic, financial and other areas have improved. world media with reflection of events and to convey information to people and also refining public views, to clarify various scenarios help and the analysis and evaluation of executive decisions and create an interaction with policymakers. Services that the system of electronic information and at the top of them are presented internet concept of government in a way to the analysis have led to the government that they can criticize it. Geopolitical boundaries in the space gradually lose their importance and sensitivity and geocultures be replaced. Here is the turning point in Islamic countries despite bad publicity and negative about Islam and Islamic countries immediacy of access to international audiences around the world with wisdom and plans to introduce Islamic and Iranian culture, while providing targeted services to move their organizations and The role of social media over the negativity and strength are treating it as an opportunity to move in this direction. Today social media in diverse areas of international relations for governing the country has lost control of them is short and international public opinion - parties - through the organization of cultural diversity and the opportunity to introduce themselves and the most free space cooperation and export and import of science - technology - are goods and services. Not a trivial chance that the next few weaknesses and threats will not be compensated. Despite the new information space including social media expert manner of opportunities for convergence with Muslim and non-Muslim governments and nations are creating for us. Other inmates role of the media arena in international relations rational justification and perhaps with the newly formed spaces for specialized tasks such as public relations, especially for the introduction of Islamic culture And make connections between the Islamic world view the next major step in the development of International Relations Islamic Studies survey.
Resources


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