

دور العلاقات العامة في تحسين الصورة الذهنية للمؤسسة الخدمية

دراسة حالة المديرية الجهوية لمؤسسة إتصالات الجزائر بالشلف

# تشكرات

":  
"

:

:

.

:

:

.

.

:

.

:

.

إهداء

:

( ) .

:

.



IX	.....	
XII	.....	
XV	.....	
-	.....	
<b>2</b>	.....	:
<b>2</b>	.....	
<b>3</b>	.....	;
<b>3</b>	.....	:
<b>6</b>	.....	:
<b>8</b>	.....	:
<b>11</b>	.....	;
<b>11</b>	.....	:
<b>13</b>	.....	:
<b>17</b>	.....	:
<b>21</b>	.....	;
<b>21</b>	.....	:
<b>26</b>	.....	:
<b>28</b>	.....	:
<b>31</b>	.....	:

<b>37</b>	.....	:
<b>37</b>	.....	:
<b>41</b>	..... v	:
<b>44</b>	..... : .....	:
<b>49</b>	.....	
<b>51</b>	.....	:
<b>51</b>	.....	
<b>52</b>	.....	:
<b>52</b>	.....	:
<b>54</b>	.....	:
<b>58</b>	.....	:
<b>62</b>	.....	:
<b>64</b>	.....	:
<b>64</b>	.....	:
<b>68</b>	.....	:
<b>71</b>	.....	:
<b>72</b>	.....	:
<b>72</b>	.....	:
<b>77</b>	.....( )	:
<b>83</b>	.....	:
<b>88</b>	.....	:
<b>91</b>	.....	

<b>93</b>	.....	:
<b>93</b>	.....	:
<b>94</b>	.....	;
<b>94</b>	.....	:
<b>97</b>	.....	:
<b>100</b>	..	:
<b>103</b>	.....	;
<b>103</b>	.....	:
<b>106</b>	.....	:
<b>112</b>	..	:
<b>116</b>	..	;
<b>116</b>	.....	:
		:
<b>121</b>	.....	:
		:
<b>125</b>	.....	:
<b>130</b>	.....	;
<b>130</b>	.....	:
<b>131</b>	.....	:
<b>134</b>	.....	:
		:
<b>136</b>	.....	:
<b>136</b>	.....	:

137	.....	:
137	....( )	:
139	.....	:
143	..... IIV	:
147	.....	:
147	.....	:
149	.....	:
153	.....	:
154	.....	:
		:
158	.....	
158	.....	:
161	.....	:
		:
163	.....	
		:
170	.....( )	:
		:
174	.....	
174	.....	:
175	.....	:
179	.....	:

<b>232</b>	.....
<b>234</b>	.....
<b>242</b>	.....
<b>249</b>	.....



<b>16</b>		1/I
<b>33</b>		2/ I
<b>122</b>		1/ III
<b>149</b>		1/IV
<b>150</b>	( )	2/IV
<b>150</b>	WLL	3/IV
<b>150</b>	( )	4/IV
<b>151</b>	(Easy) ADSL	5/IV
<b>151</b>	(Fawri) ADSL	6/IV
<b>152</b>	(Djaweb) ADSL	7/IV
<b>152</b>	(Easy) ADSL	8/IV
<b>152</b>	(Fawri) ADSL	9/IV
<b>153</b>	(Djaweb) ADSL	10/IV
<b>179</b>	( )	11/IV
<b>180</b>		12/IV
<b>181</b>		13/IV
<b>181</b>		14/IV
<b>182</b>		15/IV
<b>183</b>		16/IV
<b>184</b>		17/IV
<b>186</b>		18/IV

<b>187</b>		19/IV
<b>188</b>		20/IV
<b>189</b>		21/IV
<b>190</b>		22/IV
<b>191</b>		23/IV
<b>192</b>		24/IV
<b>193</b>		25/IV
<b>194</b>		26/IV
<b>195</b>		27/IV
<b>195</b>		28/IV
<b>196</b>		29/IV
<b>197</b>		30/IV
<b>198</b>		31/IV
<b>200</b>		32/IV
<b>201</b>		33/IV
<b>202</b>		34/IV
<b>203</b>		35/IV
<b>204</b>		36/IV
<b>205</b>		37/IV
<b>205</b>		38/IV
<b>206</b>		39/IV
<b>207</b>		40/IV
<b>208</b>		41/IV
<b>209</b>		42/IV

**211**

**212**

**213**

**214**

**215**

**216**

**217**

**218**

**219**

**220**

**222**

**224**

43/IV

44/IV

45/IV

46/IV

47/IV

48/IV

49/IV

50/IV

51/IV

52/IV

53/IV

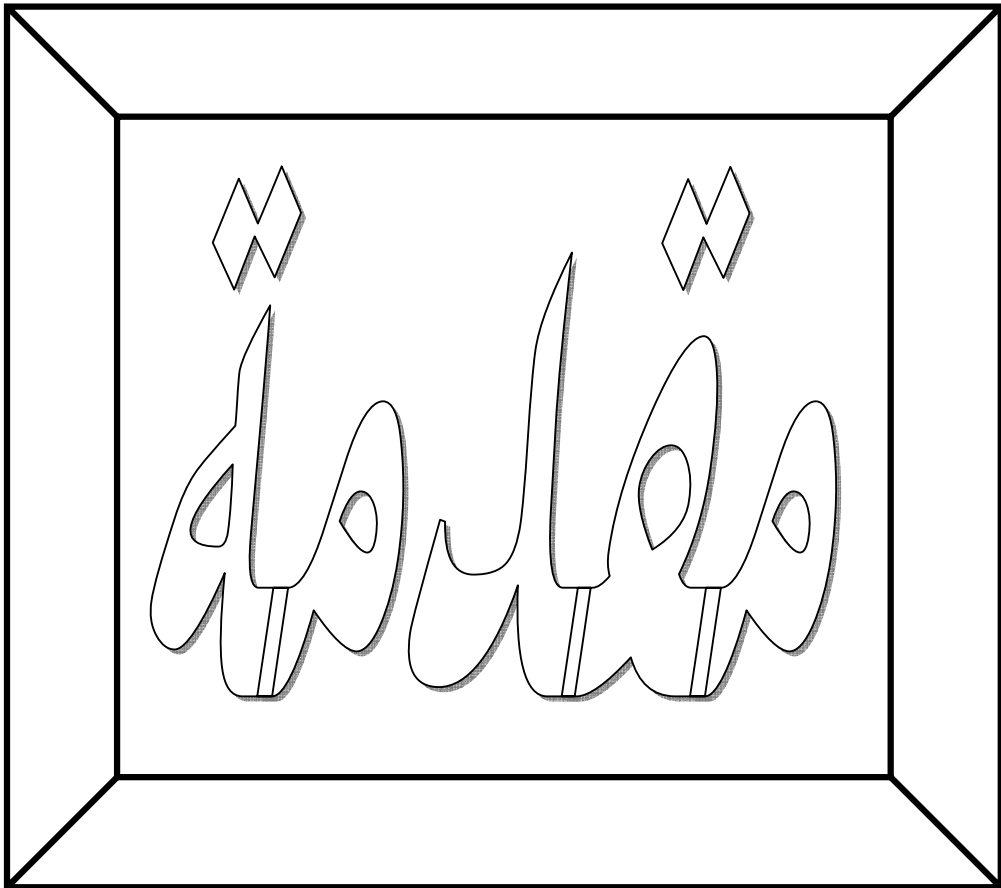
54/IV

<b>15</b>		1/I
<b>23</b>		2/I
<b>28</b>		3/I
<b>32</b>		4/I
<b>39</b>		5/I
<b>40</b>		6/I
<b>40</b>		7/I
<b>42</b>	( )	8/I
<b>43</b>	( )	9/I
<b>43</b>	( )	10/I
<b>48</b>		11/I
<b>61</b>		1 /II
<b>66</b>		2/II
<b>76</b>	Shett et Abrat	3/ II
<b>77</b>	.	4 /II
<b>78</b>	.	5 /II
<b>79</b>	.	6 /II
<b>80</b>		7/II
<b>82</b>		8/II
<b>84</b>	Osgood	9/II
<b>89</b>		10/II

<b>89</b>		11/II
<b>99</b>		1/III
<b>102</b>	IX	2/III
<b>107</b>		3/III
<b>118</b>		4/III
<b>130</b>		5/III
<b>132</b>		6/III
<b>140</b>		1/IV
<b>144</b>		2/ IV
<b>145</b>		3/IV
<b>179</b>		4/IV
<b>180</b>		5/IV
<b>182</b>		6/IV
<b>183</b>		7/IV
<b>185</b>		8/IV
<b>186</b>		9/IV
<b>188</b>		10/IV
<b>189</b>		11/IV
<b>190</b>		12/IV
<b>193</b>		13/IV
<b>194</b>		14/IV

<b>196</b>		15/IV
<b>197</b>		16/IV
<b>200</b>		17/IV
<b>202</b>	X	18/IV
<b>204</b>		19/IV
<b>205</b>		20/IV
<b>206</b>		21/IV
<b>207</b>		22/IV
<b>211</b>		23/IV
<b>214</b>		24/IV
<b>215</b>		25/IV
<b>217</b>		26/IV
<b>218</b>		27/IV
<b>221</b>		28/IV
<b>223</b>		29/IV

<b>249</b>	( )	01
<b>254</b>	( )	02
<b>259</b>	( )	03
<b>260</b>	( )	04
<b>262</b>		05
<b>263</b>	" ( )	06
<b>264</b>	"	07
<b>265</b>		08
<b>266</b>	( )	09







) ( ...

)

.( ...



.

.

:

:

-

-

-

-

-



:

:

-

-

-

.( )

-

.( )

-

( )

:

:

-

-

-



-

-

-

:

:

-

-

-

-

-

-



:

...

:

.

:

.

:

.

:

\*

:

.1

.2

.3



: \*

:

.1

.

.2

.

:

: \*

:

.

-

.

-

-

.

: \*

( )

)

( )

(

: \*

2009

2005

.2009



:

-

2007/2006.

.

.

.

-

-

-2006

-

. 2007

.

.

. 2006-2005

"

-

"



.2002

"

"

"

"





( )

( )

:

:

-

-

## الفصل الأول:

ماهية العلاقات العامة في المؤسسات الخدمية



:

:

:

-

-

-

-

( )





:

:

:

1.

-

-

relations "

" public relations"

"publics





1.

:

":

( Baskin)

-01

2 "

:

-

-

-

-

" (Kanfile et Mor)

-02

"

" (Poul guarit)

-03

3"

30 2000  
38-37 2005

1

35

1  
2  
3





" -04

-05

"

( ... )

" -06

1"

:

-

-

"

2"

"

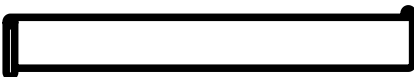
879

1

34 1992

:

2





...  
" . ...

:

1907 "Public Relations"

" " )  
1 (" "  
" 2 "

"

"

"

3"

4

:( )



<http://www.spra-> 2006 PR &

1903

sy.com

229 2005  
328 327 2006

1

3

4





1 "

"

:

•

:

•

:2

:( 1914 1900 )

-

:

-

:( 1929 1919 )

-







1929

:

-

1939

400

"

"

500

1955

.1948

1963

1960

:

:

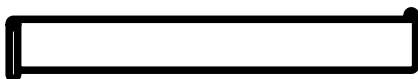
:

:1

-

-

-

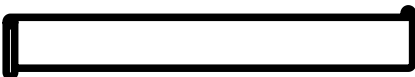




1

2

( )





2.

1

:

-

( Jacqmin)

:3

-

)

(

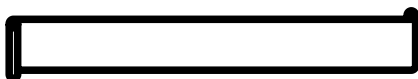
:4

-

98 2000 -1999  
32 2001

136-134  
182-172

1  
2  
3  
4





\_\_\_\_\_

:

:

:

:

:

"

\_\_\_\_\_



" Public

":

":

:1

-

-

-

:" Segment "

2

":

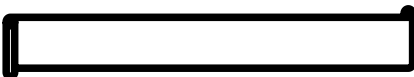
3"

:

-

-

384-383	1
249 248	2
263	3





:

-01

-

-

-

-02

-

-

-

:

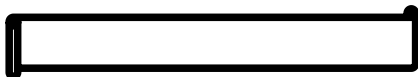
( )

:

:<sup>2</sup>

:

:





:

:

-01

:

-

.

.

:

-

.

.

:

:

-02

:

-

.

.

.

:

-

.

:

.

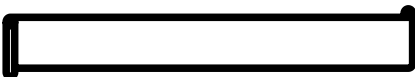
:

-

.

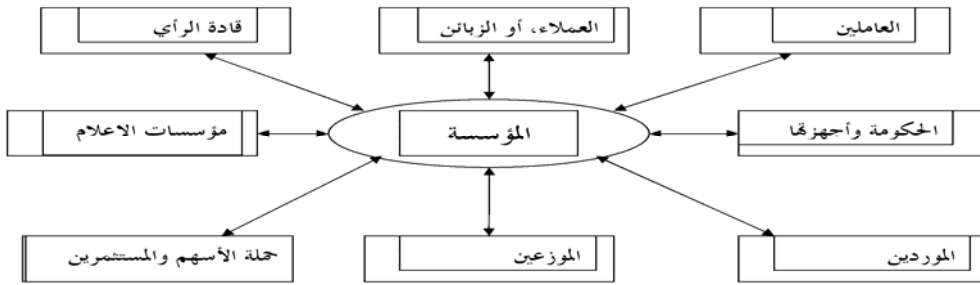
:

-





:(1/1)



source; Marien burk wood, marketing planning, Pearson edu, France, 2005, PAGE 85.

Knowledge





:

## Motivation

:( 1/1 )

:( 1/1 )

مستوى المعرفة	مستوى المعرفة	مستوى المعرفة	مستوى المعرفة / مستوى التورط
مستوى منعدم من المعرفة	مستوى منخفض من المعرفة	مستوى مرتفع من المعرفة	مستوى مرتفع من التورط
	جماهير مستتارة <b>aroused publics</b>	جماهير نشطة <b>active publics</b>	مستوى مرتفع من التورط
	جماهير غير نشطة <b>inactive publics</b>	جماهير مدركة <b>aware publics</b>	مستوى منخفض من التورط
لا يوجد جمهور			مستوى منعدم من التورط

المصدر: راسم محمد جمال، مرجع سبق ذكره، ص 251

:

:

-

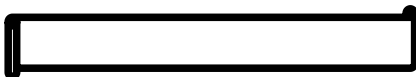
:

:

-

:

-





\_\_\_\_\_

:

-

.

:

-

.

.

:

:

:

.

.

\_\_\_\_\_



Public Opinion

1"

:

" ( Hennessy )

-01

"

"

-02

2"

"(W.A.Mackinon .1808)

-03

"

"( L.A.Lawell)

-04

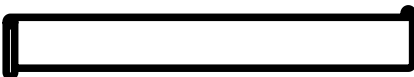
3"

:

-

-

-





<sup>1</sup>( ) :

:

:( ) -01

: -02

<sup>2</sup> :

:

: -01

...

: -02

: -03

-04

-05

<sup>3</sup> :

:

101-102

222 221 1999

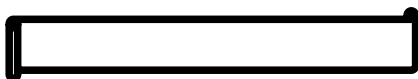
109-110

3

1

2

3





--

--



:

:

:

:

### Communies

» ( )

.<sup>1</sup>«

.<sup>2</sup>«

»

.20 1986

1

1

2 Jean Marc Decandin : la communication marketing, edition économique, paris, 1995, p 5.





»

.<sup>1</sup>«

»

2«

:

-

-

-

»:»

.«

:

:

:

:( )

:

:

:

:<sup>1</sup>

07 1983

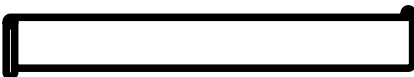
.23 1970

1

1

1

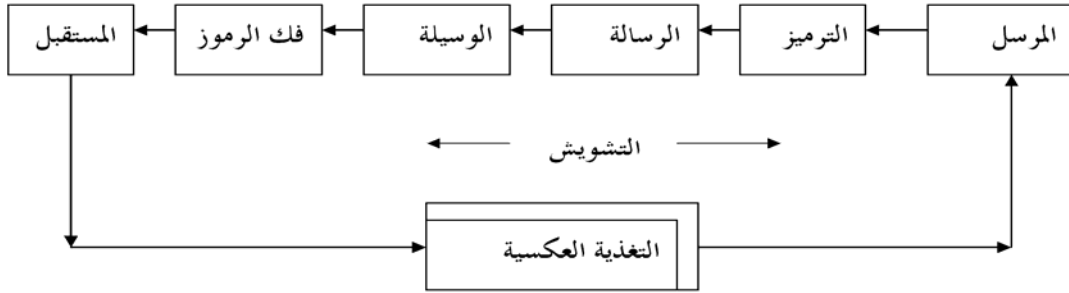
2





(2/1).

(2/1):



44

:

2.

:

:

(... )

:

:

:







:

:

:

:

1

:

:

-

....

:

-

2

:

:

-

:

\*

\*

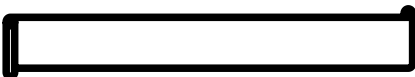
.113 112 1986  
.44 1985

1

1

1

2





\*

:

-

:

:

\*

\*

1

:

:

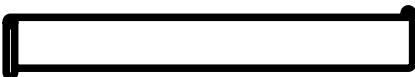
:

-

( )

:

-





:

:

( Hellhan )

:

: Motivation -01

1:

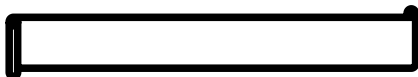
-

-

-

-

: ( Ability ) -02

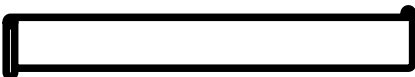




( Framing )

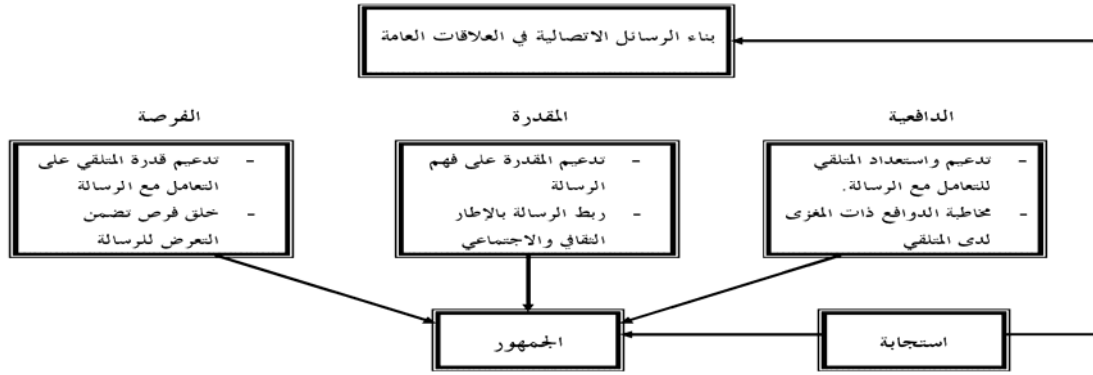
:(Opportunity) -03

.(3 /1)





:( 3 / I)



285

:

:

:

:

:

:

:

-01

:

-



:

: -

: -02

1.

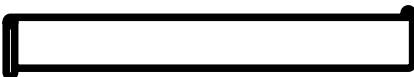
: -

: -

: -

: -03

2 :





:

:

:

:

-01

:

-02

:

-03

:

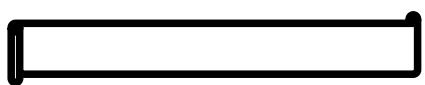
-04

:

-05

:( )

-06





:

:

:

:" " :

:

: " press agency " -01

:" public information " -02

:" tow-way asymmetrical " -03







-04

:

" "

:

-

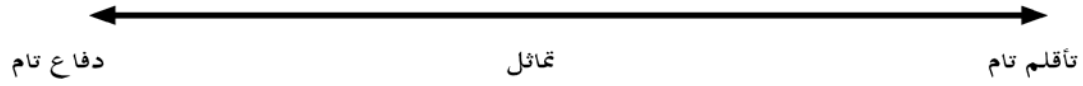
-

:

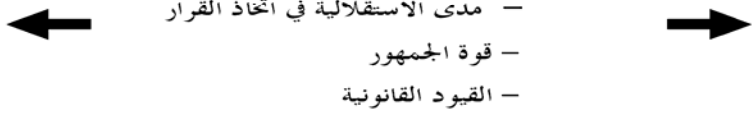
-

:

(4/1):

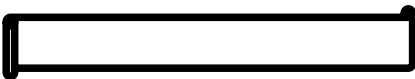


القيود:



المصدر: راسم محمد جمال، مرجع سبق ذكره، ص 53

(2/1)





:

:(2/1)

الخاصية	نموذج الوكالة الصحفية	نموذج الإعلام التام	نموذج الإتصال المتماثل في اتجاه واحد	نموذج الإتصال المتماثل في اتجاهين
الهدف	الدعاية	بث المعلومات	الإقناع	الفهم المتبادل
طبيعة الاتصال	في اتجاه واحد: المعلومات الكاملة غير الضرورية	في اتجاه واحد: المعلومات الكاملة الضرورية	في اتجاهين: تأثيرات غير متوازنة	في اتجاهين: تأثيرات متوازنة
نموذج الاتصال	مصدر ← مستقبل	مصدر ← مستقبل	مصدر ← مستقبل رجع الأثر →	جماعة ← جماعة →

57

:

:" "

:

-

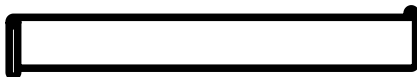
-

-

-

-

-





:
---

:(Sharp) " " :

:  
: " Honesty for Credibility ":

--



:1

-01

"

:

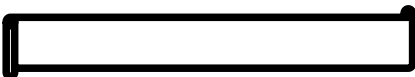
"

":

"

:

-02





:

-03

1:

-

-

2

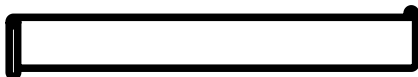
3

-04

241 240 2006  
43 2002

72 71

1  
2  
3





-

-

:

:

:

:

1:

-





:

—

—

—

—

:

1.

—

—

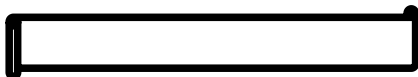
—

—

...

2

( jacqmin )



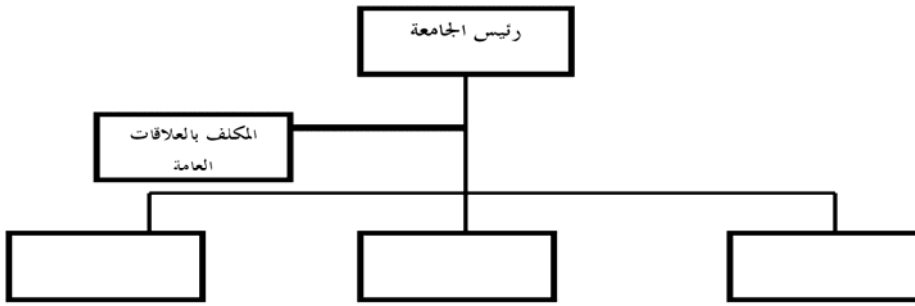


1.

-01 :

(5/1).

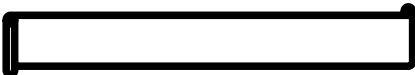
(5/1):



المصدر: عبد المعطي محمد عثمان، أسس العلاقات العامة، دار حامد، عمان، 2004، ص 44

-02 :

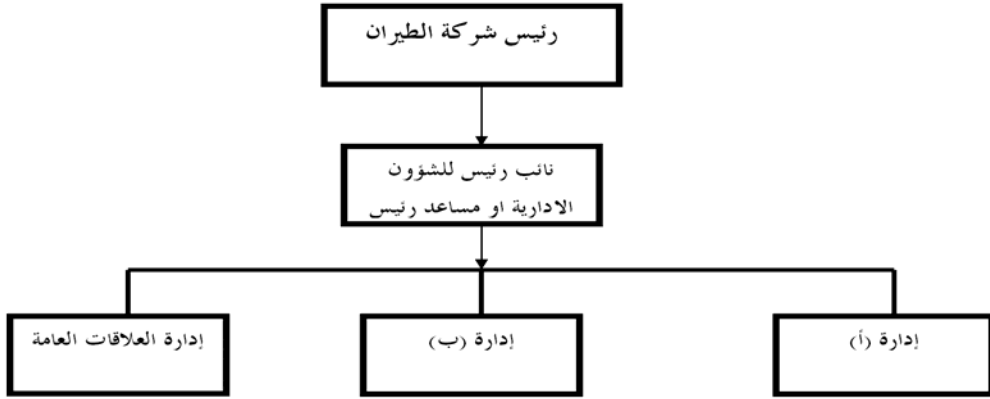
(6/1).







(6/1):

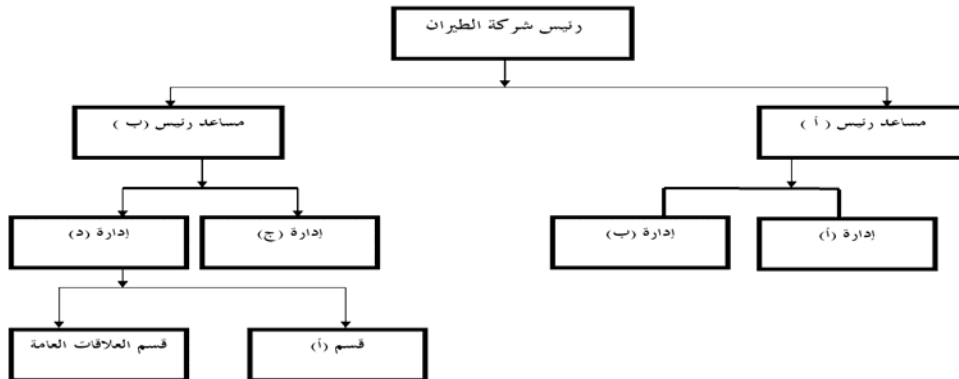


المصدر: عبد المعطي محمد عسان، أسس العلاقات العامة، دار حامد، عمان، 2004، ص 45

-03 :

(7/1).

(7/1):





:

:

1:

:

-

:

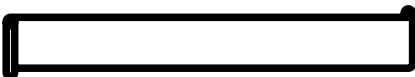
-

:

-

:

-





- :

·  
:  
:

:  
-01

.(8/1)

:(8/1)

( )



المصدر: أسامة كامل، مرجع سبق ذكره، ص ٧٩

-02 :

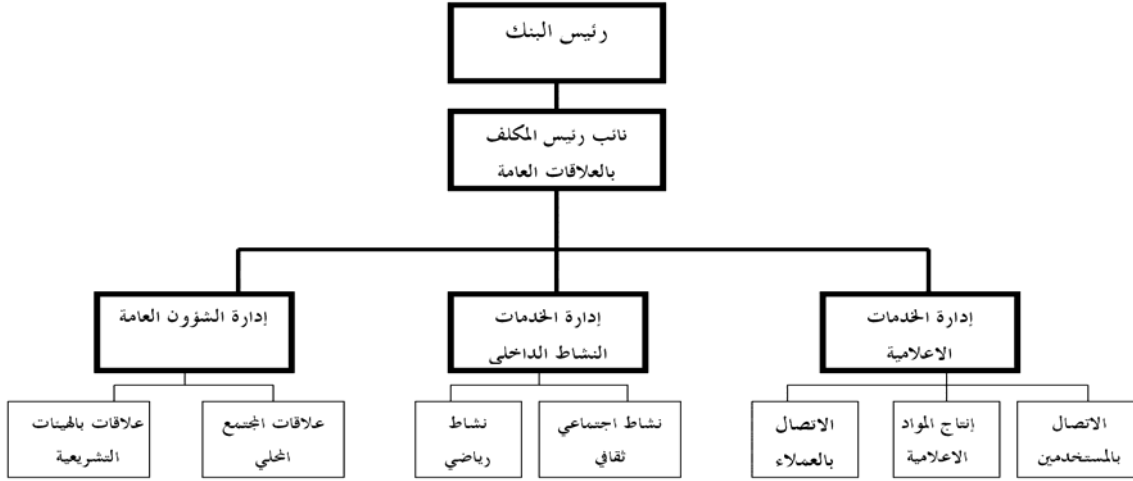
:(9/1)



:

( )

:(9/1)



المصدر: علي عجوة، العلاقات العامة بين النظرية والتطبيق، مرجع سبق ذكره، ص ٤٠

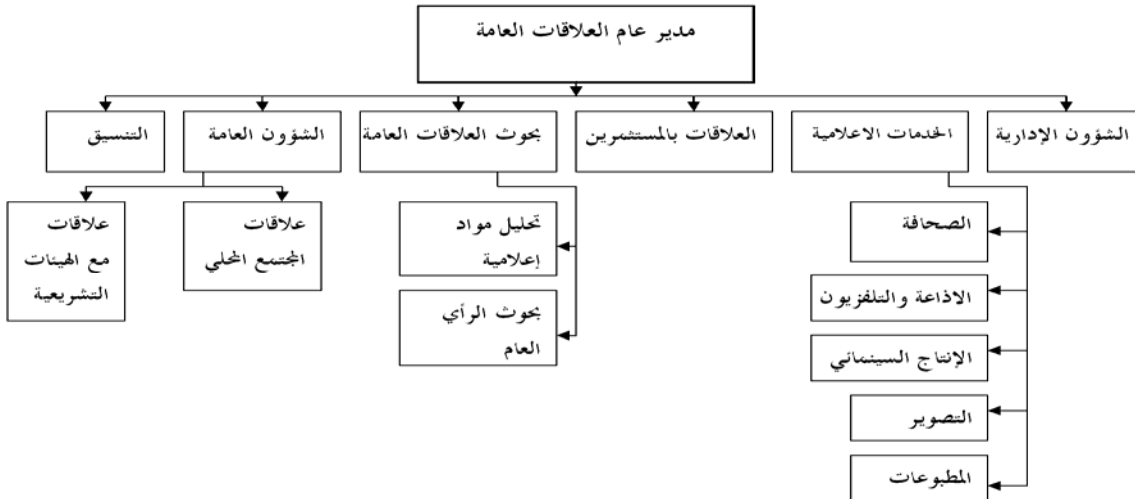
-03

:

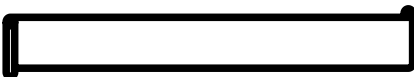
.(10/1)

( )

:(10/1)



المصدر: محمد فريد الصحن، العلاقات العامة، مرجع سبق ذكره، ص ٦٧





:

:

:

-

:

-

:

:

:

:

: -01

1:

.( )





-

:

-

: -02

:

-

-

-

-

:

-

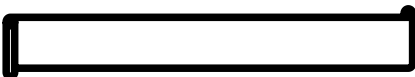
-

: -03

: -04

: -05

1





:

:

:

-01

:

-

-

-

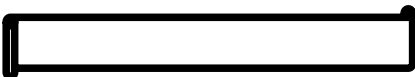
-

-02

-

-

-





:

:

-

-

-

-03

:

:

:

-01

:

:

-







- :

- :

- :

- :

-02 :

- :

- :

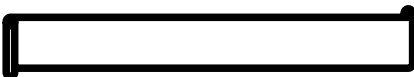
-

"SHW"

HOW "      " WHAT "      " HOW or WICH"      "WHERE "      " WHEN "      " WHAY "      "

:

:(11/I)





:



الفصل الثاني:

دراسة وتحليل مفهوم الصورة

الذهنية للمؤسسة



:

:

...

:

-  
-  
-





:

:

:

"

( Image )

1 "

":

:

"

:

":\*(IREP)

-01

2"

" : ( Cathrine Paris )

-02

3"

\* Institut de Recherches et d'Etudes Publicitaires.

<sup>2</sup> Lendrevie jaque et Lundon denis « MERKATOR », DALLOZ, 8eme ed ; paris ; 2003, page 77

<sup>3</sup> Cathrine Paris, 40 fiches marketing, (Le génie des glassier, 2002), page 99 .





1"	" : <u>Lardniot</u>	-03
2"	" : J.J Combin	-04
	" Kotler & Dubois	-05
	3"	
	" : " <u>Marquis Harold</u> "	-06

4 "

<sup>1</sup> Lardiniot.t « étude de l'efficacit du parinage sportif » thèse doctorat en science de gestion univ du louvain. Page 46

<sup>2</sup> Jean-Jacques Combin, Ruben Chumpitaz, Marketing stratégique et opérationnel, du marketing a l'orientation marché, (DUNOD, Paris, 5e éd, 2002), p 246.

<sup>3</sup> P. Kotler, B.Dubois, op.cit, p 554





: ■

:

1:

:

:

-01

:

-02

:

---

<sup>1</sup> Landrevie jaques et Lindon denis "Merkator"; communication théorie et pratique; Dalloz 8eme edidion ; paris ; 2003 ; page 753,754





: -03

: -04

: -05

1.

: -06

2

:

:

:

:

:(L'image voulue) -01

2

<sup>2</sup>Grille Marion et autres, Marketing: Mode d'emploi, (les édition d'Organisation, Paris, 2eme éd, 2002) page 211.







(positionnement)

:(L'image diffusée) -02

1 . ...

(. ... )

:(L'image percue) -03

. ...

( ) :

:

: -01

( )

( )





:

:

-02

:

( )

( logo )

( Mécénat )

(sponsoring parrainage )

:

)

( les carte visites )

1:

:

:

-

:

-

<sup>1</sup> Marie Hélène westphalem, le communicator 3ème, édition DUNOD, paris 1998, page 7





: -

: -

: -

:

:

:

: ( Brand image ) -01

1.

:





( l'image de marque ) : -

:  
...

1.

(l' identité de marque) -

2 :

( ) -

...

:( ) ( ) -

.  
-

-

( ) -

) -

.(

: ( Management image ) ( ) -02

<sup>1</sup> Anonyme, Image de marque, file " // A /image %20 De 20 %., Marque, h t m 15.04, 2004, page 1

<sup>2</sup> Jean marc Décaudin, Glossaire de la communication marketing, éd Economica, 1996, page 60





Corporate social responsibility ) -03

: (programs

: (Corporate image) -04

: ( employées image ) -05

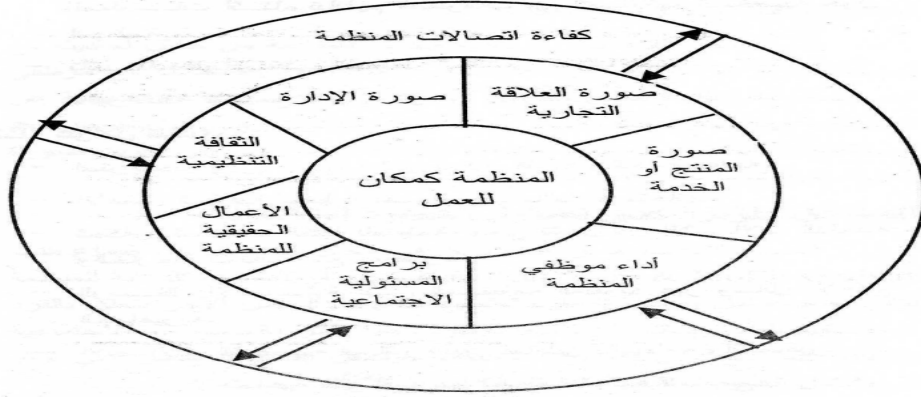
: (Corporate effective communication) -06

: (1 /II)





:(1 /II)



143

:

(1 /II)

:

1.

-01

.(Atouts)

-02

-03

<sup>1</sup> Marie Hélène Westfalen, Communicator: Le guide de la communication marketing, DUNOD, Paris, 3eme éd, 2001, page 13.



: -04

: -05

: -06

:

:

:

1:

-01

-02





-03

-04

-05

-06

%65

:

1.

-01

-02







:

-03

( )

:

Kim and Moffit ,Kasoleas

garrbert

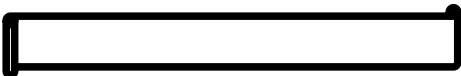
:

:

:

:

:





(Sicard) : (Identité) \_\_\_\_\_ -01  
 ( )

( Ramanantsoa et Thiery Bastle)

1: Kapferer  
 : -  
 : -  
 : -  
 : -  
 : -  
 : -

: ( Mission) \_\_\_\_\_ -02

"

" : \_\_\_\_\_ -03

"



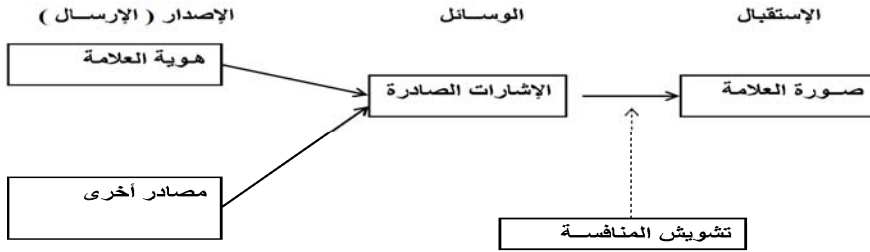


:

-01

(2/II)

(2/II)



69

:

(2/II)

( )

( )

( )

-02

1

10

10





\*  
\*  
\*

1 .

·  
:

( .. )

2 .

3 .

---

<sup>1</sup> J.R baum, EA Locke, and SA kirk patrike, "Alongitudinal study of the relatio of vision and vision communication to venturegrowth in enterpreneurial firms", journal of applied psycholody, 83, 1998, page 43,54





:

:

:

"

Gibson

-01

...

1"

"

Kurt lewin

-02

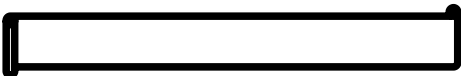
"

:

■

■

■





1 :

-01

\*

\*

\*

-02

-03

:

2 :

-01

:(Métiers) -02

-03

-

-04

-

-05

" "

<sup>1</sup> E.Delavallee;"la culture d'entreprise", édition organisation, 2002, page25

M.Bosche, 94 2005

corporate culture; la culture sans histoire; revue française de gestion; n4748, sep.1989; p29





1

:

-01

( )

:

-02

:

-

-

-

-

-

202 201 2004

1

1





:

:

1:

.( ... )

: \_\_\_\_\_ ❖

■

■

■

: \_\_\_\_\_ ❖

■

-

■

: \_\_\_\_\_ ❖

■

■

■

: \_\_\_\_\_ ❖

■







:

■

■

:

( )

:

( )

:

:

:

1.

---

<sup>1</sup> Martine Ternois, La communication de l'entreprise 107 fiches outils, 2ème tirage, les éditions d'organisations, Paris, 1996. page 16, page17





: -01

1.

: -02

-

:

: -03

:

-

-

: -04

:

\*

\*

\*

\*

---

<sup>1</sup>Béatrice Bréchiguac Roubaud. Le marketing des services. (Du projet au plan marketing). Edition D'organisation. Paris. 1998. p 193





\*

\*

\*

-05

( - ) ( + )

: ( )

-06

:

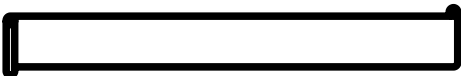
\*

\*

. ( ( ) )

-07

-08





: -09

: -10

: -11

: -12

:

1979

Shett et Abrat

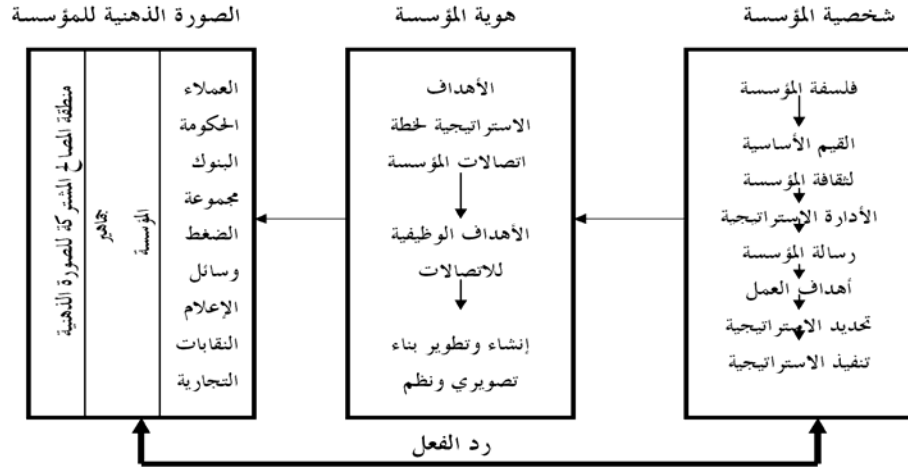
<sup>1</sup>:(3/ II)





:

### Shett et Abrat : ( 3/ II)



133

:

Shett et Abrat

1.

:

-

:

-





:

:

-

( Le positionnement ) ( )

:

:

:

:

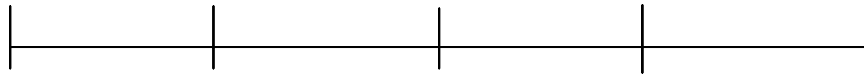
:

-01

:

1

:(4 /II)



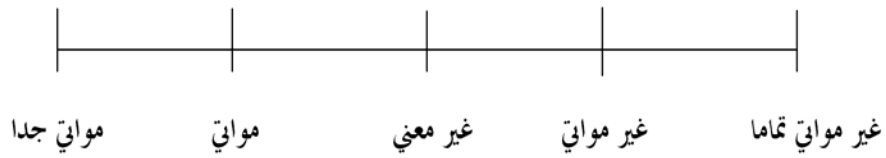
<sup>1</sup> P.kotler, B.Dubois, op.cit, page 554





(5 / II) " :

:(5 / II)



Osgood

... likert Osgood

<sup>1</sup> J.Lendrevie, D.Lindon, 5e éd, op.cit, pp 106-108.

<sup>2</sup> P.kotler, B.Dubois, op.cit, page 555.





-03

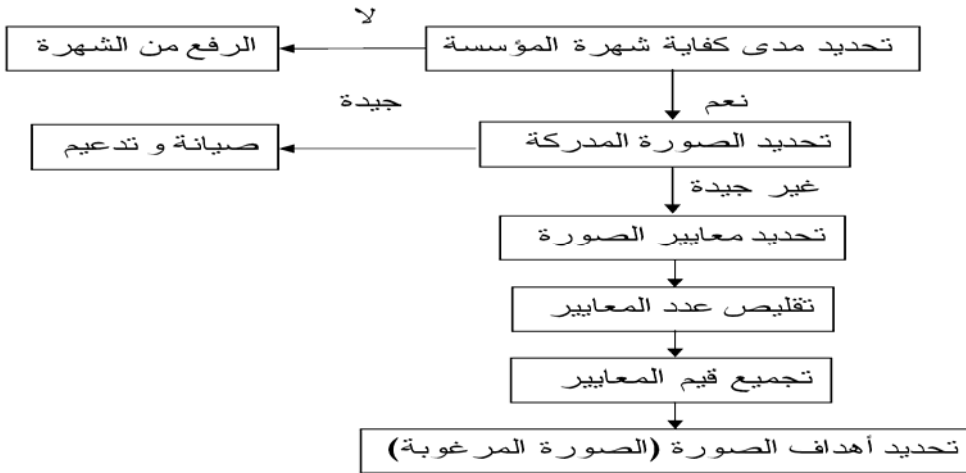
:

:

1

:

:(6 /II)



51

:

:

-01

"

:

2"

<sup>1</sup> P.kotler, B.Dubois, op.cit, p 555.

<sup>2</sup> Mohamed seghir djitli, marketing stratégique, eurl ibn sina édition impression et diffusion, alger, 1998, page 25







"

1"

»

J.Lendrevie, D.Lindon

(

)

2.«

:

•

•

•

-02

-

-

:( 7/II)



Source :J.Lendrevie, D.Lindon, 7eme éd, op.cit, p, p 771

<sup>1</sup> Caroline- Le positionnement des produits : concepts, exemples, [www. membres.lycos.fr /fgaquierie/ fichemarket/05\\_GC\\_caroline.doc](http://www.membres.lycos.fr/fgaquierie/fichemarket/05_GC_caroline.doc) online 15/04/2009.

<sup>2</sup> J.Lendrevie, D.Lindon, 7eme éd, op.cit, p 731





-03

1.

.

:

,

...

:

,

:

...

...

:

.

( )

.( )

-04

2.

/

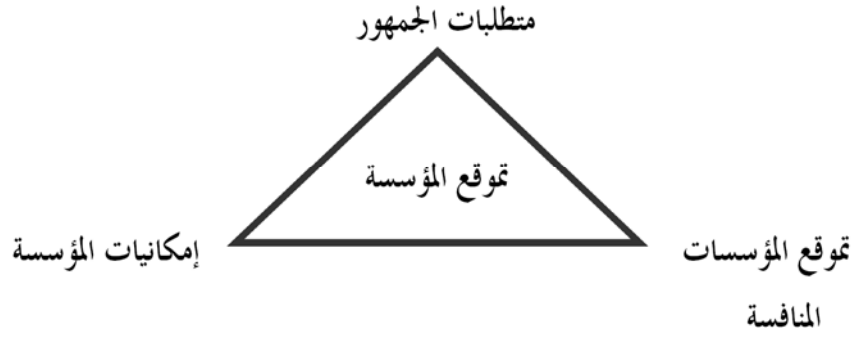
<sup>1</sup> Vernette Eric et autres, La publicité: Théorie, acteurs et méthodes, La documentation française, Paris, 2000.page90-92.



8/11)

(

: (8/11)



Source : J.Lendrevie, D.Lindon, 7e éd, op.cit, page749.

-05



:

:

:

:

:

:

-01

.

...

:

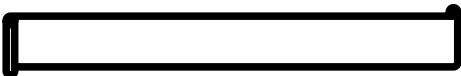
-02

... ..

:

1.

:





: ( scale Likert ) -01

100

5 1

$100 = 5 * 20$

85

20

$20 = 1 * 20$

.35

:Osgood -02

Osgood :( 9/11)

1 2 3 4 5

إستقبال سيء | | | | | إستقبال جيد

Source : J.Lendrevie, D.Lindon, 5e éd, op.cit, page 108.





: Thurstone scale

-03

:

.

-

. 200

11

-

.

1

3

2

-

20 -10

-

.

-04

.

.

1- 1+

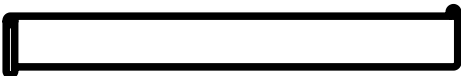
.

- +

.

1

.





1

:

-01

)

.(

.

:

-02

.....

)

(

.

:

-03

...

:

.

:

-04

.

(extrapolation)

-05

:

▪

(

)

.

<sup>1</sup> Marie. Hélène westphalem.Op. – cit. . p 09, 10





:

:

▪

)

(

.PARONETRE

▪

.( )

( )

▪

.

:

▪

)

(

:

▪

...

.







:

:

1:

-01

:

-02

-03

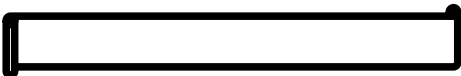
-04

-05

:

-06

:



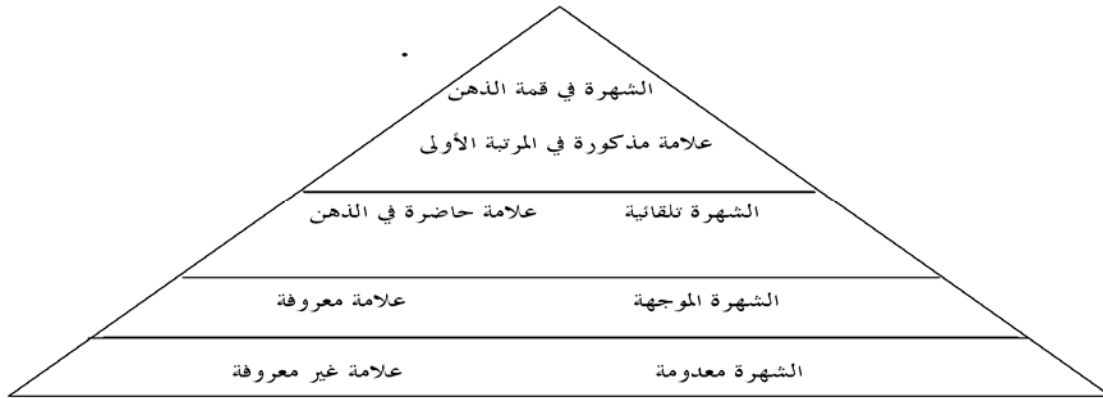


:
---

:( 10/II)

أعرفها جيда جدا	أعرفها جيدا	أعرفها قليلا	لقد سمعت عنها كثيرا	لم أسمع أبدا هذه المؤسسة
--------------------	----------------	-----------------	------------------------	-----------------------------

:( 11/II)



256

:

--



)

(

•

•

•

•





:



الفصل الثالث:

أهمية العلاقات العامة

في تحسين الصورة الذهنية للمؤسسة الخدمية



\_\_\_\_\_

:

:

:

( )

:

-  
-  
-  
-

\_\_\_\_\_



:

)

(

.(

)

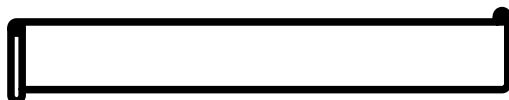
:

**The production concept**

-

1920

( Marketing myopia)





1.

**The sales concept**

-

)

(

:

:

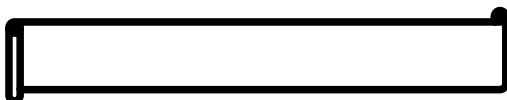
2.

**The marketing concepts**

-

**The societal marketing**

-







:



1.

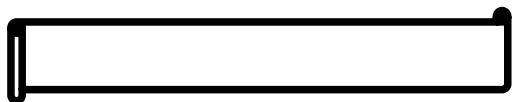
)

(

( )

)

(





:

:

1.

:

:

-

\*

\*

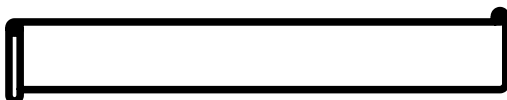
:

-

:

\*

\*





\*

:

:

:

-01

:

-02

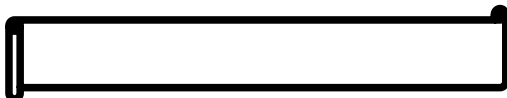
1

:

-03

2

<sup>2</sup> W.mindak and S fine, "A figh: public Relations, in Donnelly and George, The Marketing of Services. ANA. French, 1981,pp71-73





### Howard

1"

...

:

-04

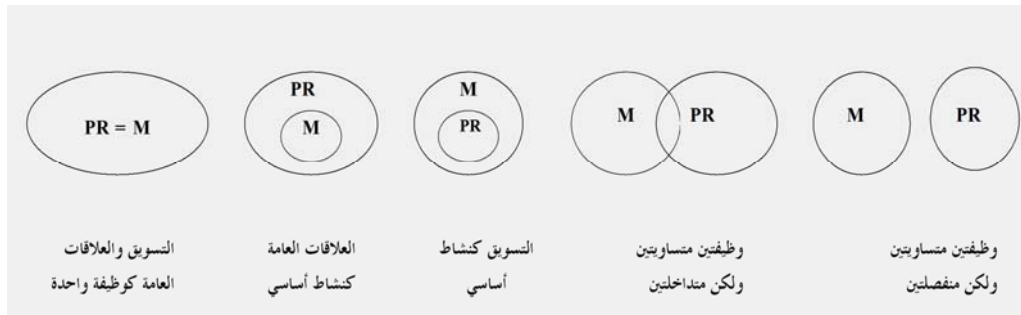
....

:

-05

:( 1/III)

:( 1/III)



التسويق والعلاقات العامة كوظيفة واحدة

العلاقات العامة كمنشآت أساسية

التسويق كمنشآت أساسية

وظيفتين متساويتين ولكن متداخلتين

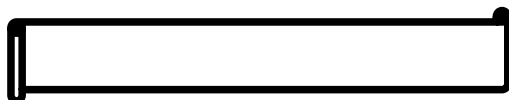
وظيفتين متساويتين ولكن منفصلتين

PR : public relations

M : marketing

:

<sup>1</sup> Quoted from Philip Kotler and William mindak, "Marketing and Public Relations", Journal of Marketing, October, 1978,p 18





:

:

:

( )

:

- -

:

-01

Marketing public relations

"

.

1"

"

2"

:

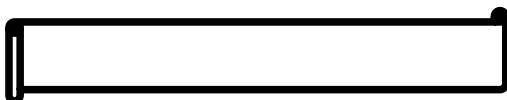
-

32

879

1

2





-

-

-02

-

-

-

)

.( ...

-

1,

-

-

-

-

-

:

"

"

"

"

---

<sup>1</sup> Barrere.C , Delage.S , Hirogoyen.S, « Lecapital de marque », MSE 2002/2003, Page14



:

\_\_\_\_\_ -

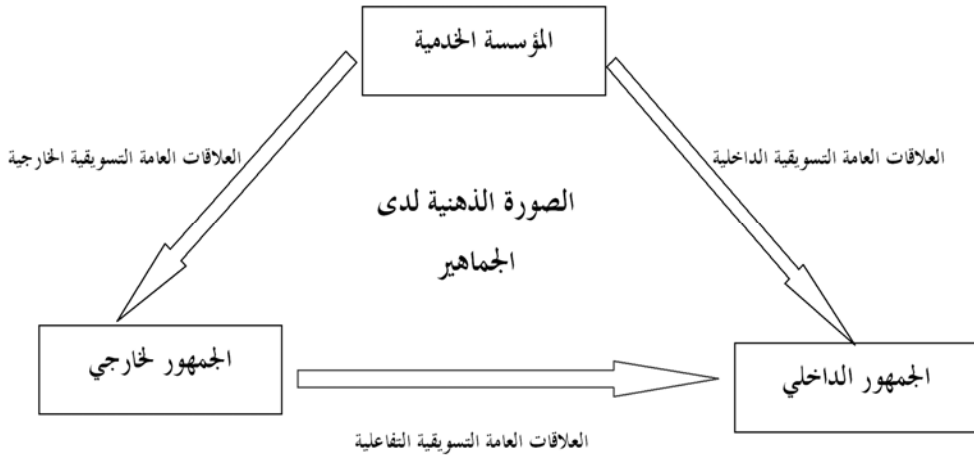
... .

\_\_\_\_\_ -

\_\_\_\_\_ -

:(2/III)

:(2/III)



:



:

:

.( )

:

:

:

"

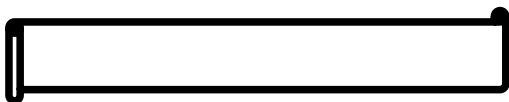
:

:

1"

"

"







:

:

( wedding )

:

-01

.

.( )

:

-02

.

.

.

:

21

-

-

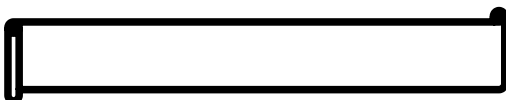
-

-

-

-

-





1.

:

: \_\_\_\_\_ -01  
2.

-

-

-

-

-

George Hammond

: \_\_\_\_\_ -02

:

.( )

-

-

-

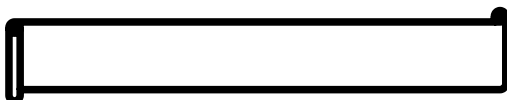
:

Sallie Everson

-

-

<sup>1</sup> Cutlip and Center, Effective Public Relations, 3rd edition ,Prentice-Hall Inc ,Englewood Cliffs, New Jersey 1974,page 142,143





:

:

:

:

.

:

:

: \_\_\_\_\_ -01

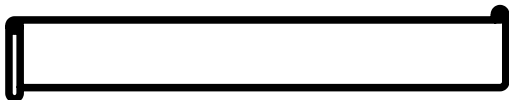
:

-

-

-

: \_\_\_\_\_ -02





.<sup>1</sup>swot

<sup>2</sup>(Jefkins)

: (3/III)

:(3/III)



183

:

Phillips

3

swot

(stone)

ADOPTS

:

(Disadvantages)

(Advantages)

:

Time factor)

(problems)

(Opportunities)

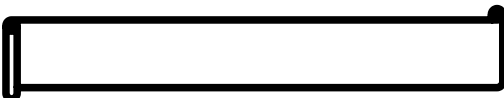
.( Stakeholders )

(

<sup>1</sup> S(strength),W(weakness), O(opportunities),T(threats)

<sup>2</sup> Jefkins, F.Public Relations, 5th ed, (London, pltman publishingpage), page 60

<sup>3</sup> Phillips, D. (2001), "the Public Relations evaluationits", Corporate Communication: An International Journal, pp225-237





:

1.

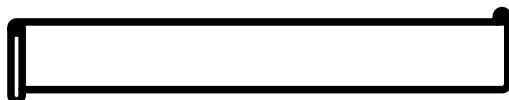
: \_\_\_\_\_ -03

:

:

)

(





:

...

1 "

"

:

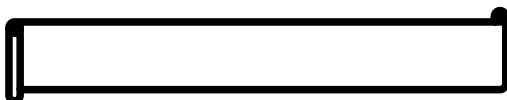
:

:

-01

---

<sup>1</sup> Cultip,.S.M.and Center A.H,Effective public Relations,4th edition.Prentice Hall,Inc.,Engle-wood Cliffs,1971, page 199



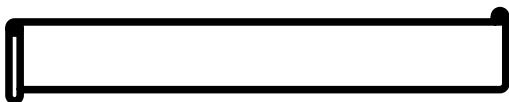


: -02

: -03

: -04

:





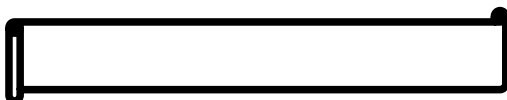
:

-

-

:

1







:

:

:

:

:



:

:

-01

:

-02

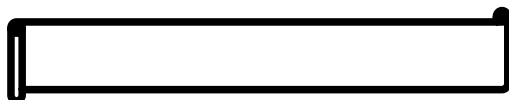
-03

1

:

---

<sup>1</sup> Noble.P.(1999), "Twords An Inclusive Evaluation Metodology", Corporate Communication, An international Journal,4, page;14-23





1.

-

-

-

:



: -01

:

-

:

-

: -02

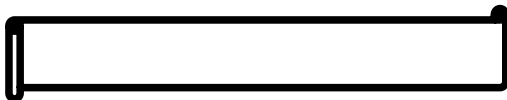
:

-

:



.( )





.( )

■

■

:

-

:

-

:

-

:

:

-

:

-

1.

-

-

-

-

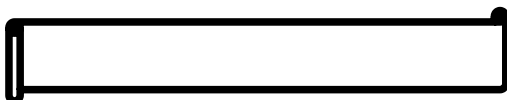
:



:

-

-





:

:  
:

-01

-

-

-

-02

:

-

-

-

1.  
:

•

:

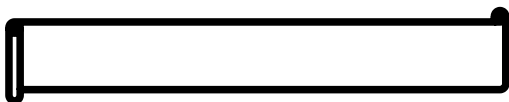
:

•

17

:

%70





:

-03

...

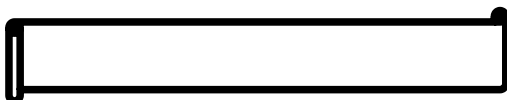
1.

:

:

(total corporate communication mix)

:





<sup>1</sup>(IMC)

"

)

( ...

2"

:

-

-

3.

:

:

(4/III)

<sup>1</sup>Integrated Marketing Communication.

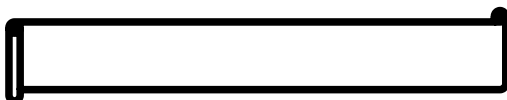
. 98 97 2006

1

291 290

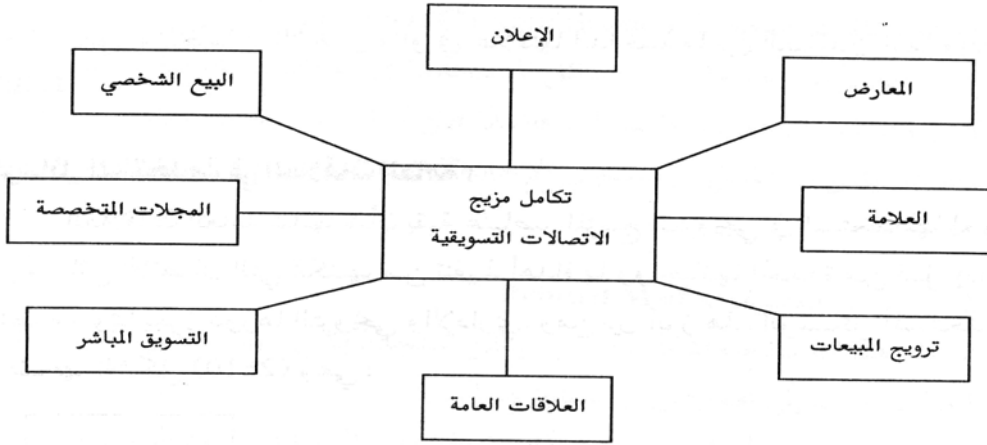
2

3





:(4/III)



(4/III)

:

"

"

)



:

.(

1.

2

:

:

-

-

-

-

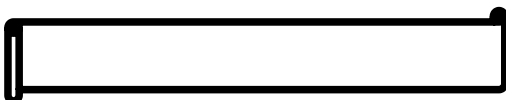
"

" gentils organisation "

" GO "

-

<sup>2</sup>Marie-Helene Westphalen, communicator, 4eme Edition, DUNOD, France, Page 77-78







( )

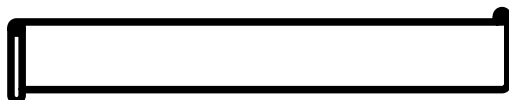
...

:

1.

---

<sup>1</sup> Marie-Helene Westphalen, page 255-280





:

:

:

:

1

2

:

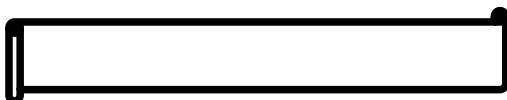
-

:

-

---

<sup>1</sup> D.McLeod and M.Kunita, "A Comparative Analysis of the use of Corporate Advertising in the United states and Japan", international Journal of Advertising, 13, 2(1994), page 137  
218-217





-  
-

:( 1/III)

:( 1/III)

	-	.1
	-	.2
	-	.3
)	-	.4
(	1.	
	-	.5
	...	
(	)	-
		.6

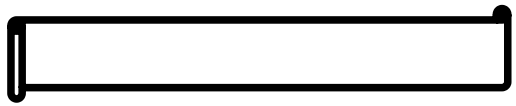
Source: D.McLeod and M.Kunita,"A Comparative Analysis of the use of Corporate Advertising in the United states and Japan", page 137

(le parrainage et le sponsoring ) :

" (1980)

"  
.  
" Durafour  
2"

<sup>2</sup>D.Durafour,"Marketing et action commercial, DUNOD, Paris, 2000, page, 203





Decorative header bar with a double-line border and a small notch on the right side. A colon symbol is positioned near the right end.

Fragmented text consisting of various symbols including colons, parentheses, and dashes, appearing to be parts of a larger document.

(MÉCÉNAT)

( )

( )

-01

)

(

Decorative footer bar with a double-line border and a small notch on the left side.



24

-02

**le livre d'accueil**

-

<sup>1</sup>.

:

:

-

:

.1

.( ... )

.2

.3

:

-

:

-

-

... :

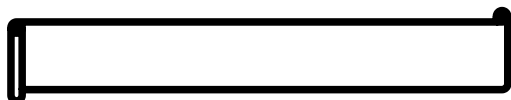
-

:

:

■

<sup>1</sup> J M Decaudin, op.cit, page202





:

: ■

1.

:

:

( ) :

:

» -

.<sup>2</sup>«

» -

.<sup>3</sup>«( )

:

\*

\*

\*

\*

:

\*

\*

333 .1999

174

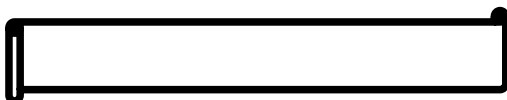
1

329

1

2

3





:

\*

\*

1

2

:

( ... )

3,

-01

-02

50.000 )

SAS

1

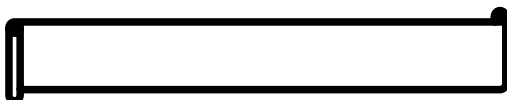
2009/06/04 online.Www.dr-al-adakee.com. ( ... )

.(

2

32 31 2001

3





\_\_\_\_\_ :

: -03

.1  
:

\*

\*

\*

\*

\*

\*

.( )

:

\*

\*

\*

\*

\*

\*

\*

:

\_\_\_\_\_





1 .

2 .

3

:

:

4 . ...

:

:

—

—

240 2008

1

1

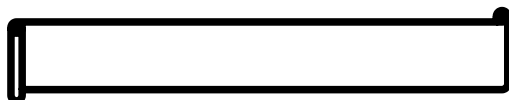
252

2

132

3

4 Carole Hamon et autre, Gestion de Clientèles, DUNOD, paris, 2004, page252





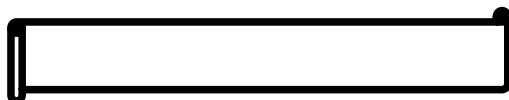
1:

)  
( ...

( **Word of mouth** )<sup>2</sup>

<sup>1</sup> Pierre Desmet, Marketing direct ,3eme édition, DUNOD, Paris, 2005, page 12

La bouche orielle:





\_\_\_\_\_

:

:

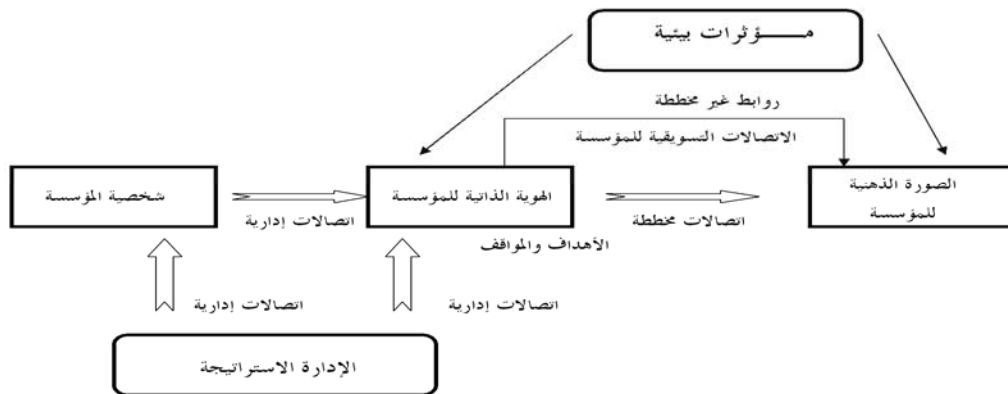
:

:

### Markwich et fill

1 :

:(5/III)



131

:

132

1

\_\_\_\_\_



:
---

( 5/III)

:

.1

.2

:

- - )

(

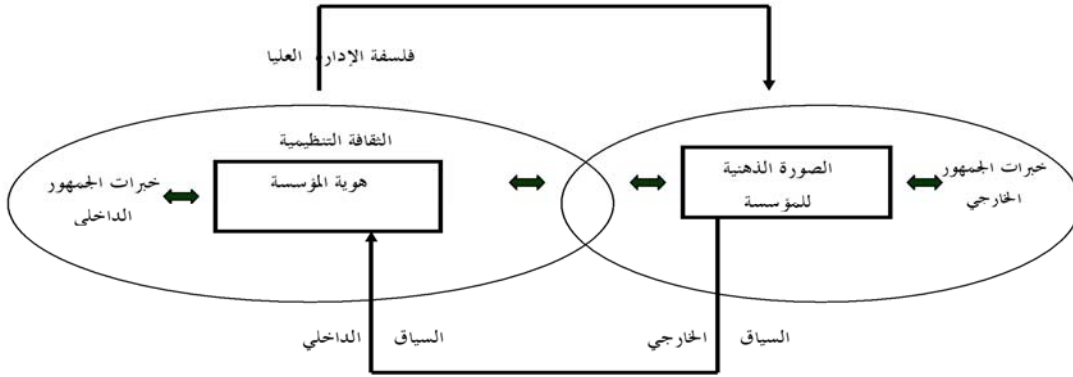
--



## "Symbolic Content"

:

:(6/III)



135

:

1

136

1

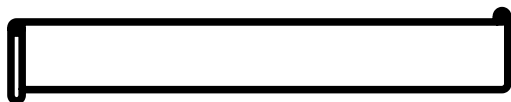


1.

sas

"

"



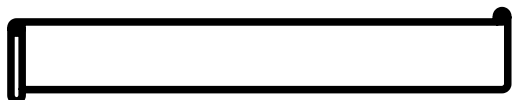


:

)

( ...

( )



## الفصل الرابع:

دراسة دور العلاقات العامة

في تحسين الصورة الذهنية

لمؤسسة اتصالات الجزائر





\_\_\_\_\_

:

:

( )

:

-  
-  
-  
-

( )

( )

\_\_\_\_\_



:

.

( )

:

2000/08/05

2000/03

1:

—

—

2002

.2003/01/01

16130

5

\*

100000000

\*

\*

16293838021

.18083 02

.000216290656936 :

:

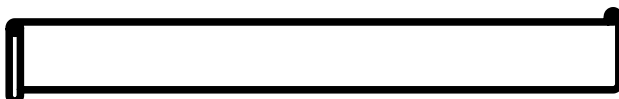
—

\*

\*

\*

\*





\*

\*

\*

\*

\*

\*

\*

2008

1

3

9

:(ALGERIE TELECOM SATELLITE)

.1

2006/07/29

)

(...

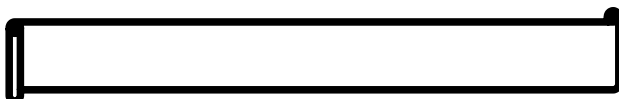
8

:(ALGERIE TELECOM Internet Djaweb)

.2

2001

<sup>1</sup> <http://www.Sawt-alahrar.net/online> vue le site.2009/10/13





ALGERIE )

.3

:( TELECOM MOBILIS  
2003

:

13

-

-

:

13

2004

26

1424

04

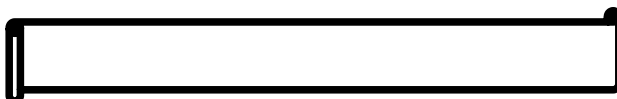
:

:

( )

-

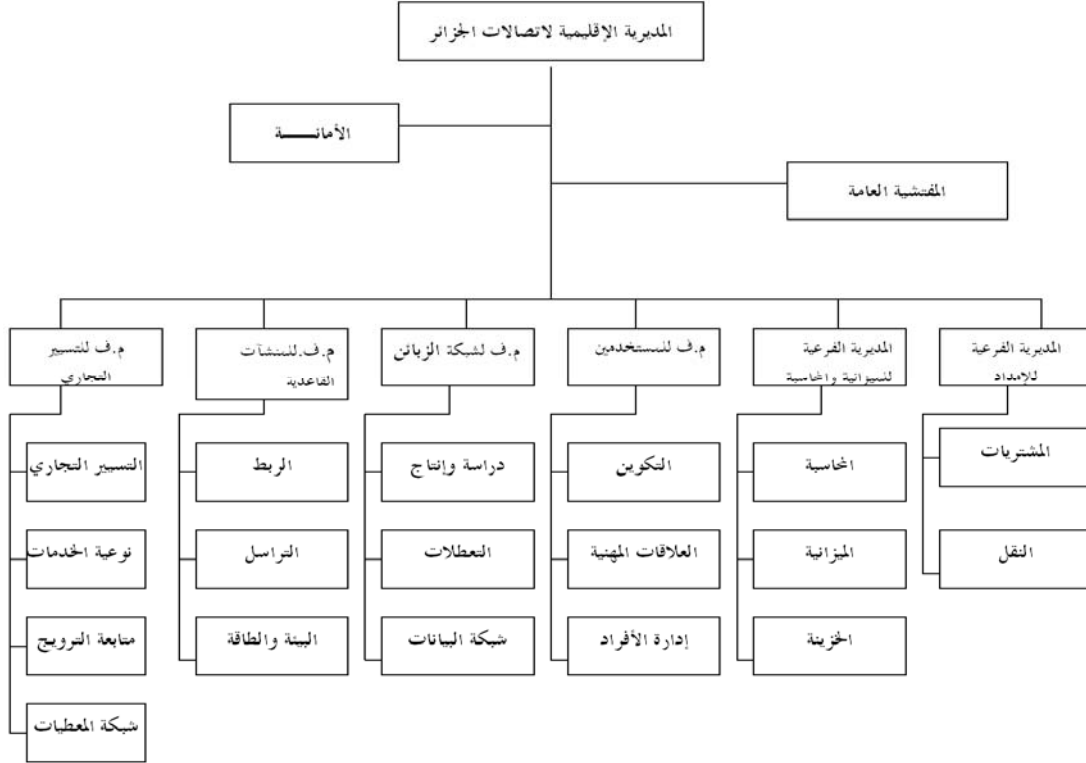
-





:

: (1/IV)



:

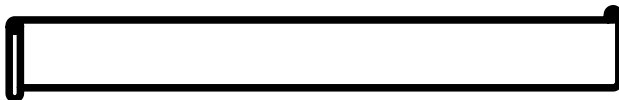
-01

-02

-

-

-





:

: -03

.

: -04

( ) 154

:

-

-

-

:

:

■

.

.

:

■

.

:

■

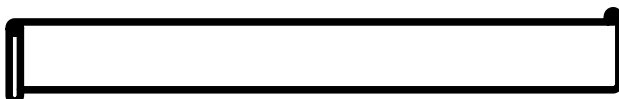
:

.

:

:

-05





:

-06

*Gaia*

-  
-  
-

-07

*1.Wll*

-  
-  
-

-08

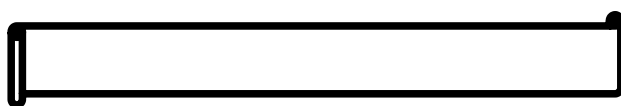


-  
-  
-  
-

)

.(

<sup>1</sup> Wireless Local Loop.





:

:

■

-

-

:

:

■

-

-

-

-

:

:

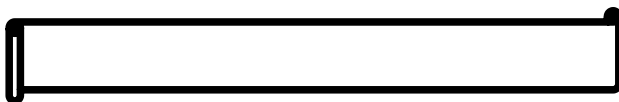
*\*(UOT)*

.2003

.(

)

:



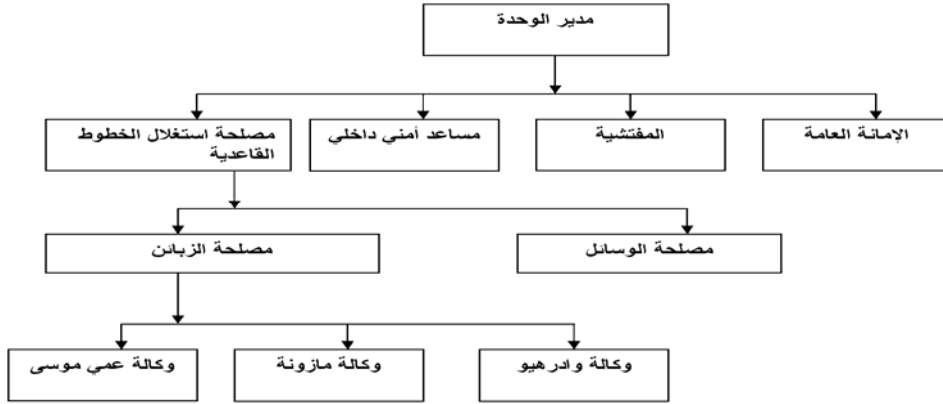




:

1

:(2/ IV)



:

:

\*

\*

\*

\*

\*

)

( ... )

:

-

143

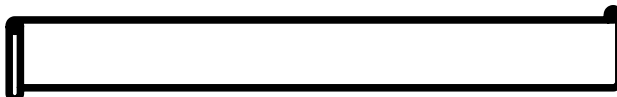
<sup>2</sup>(ACTEL)

. 2003/01/01

\*Unité Opérationnelle des Télécommunication.

1

<sup>2</sup> Agence Commerciale des Télécommunications





2007<sup>1</sup>/01/01

-

16000

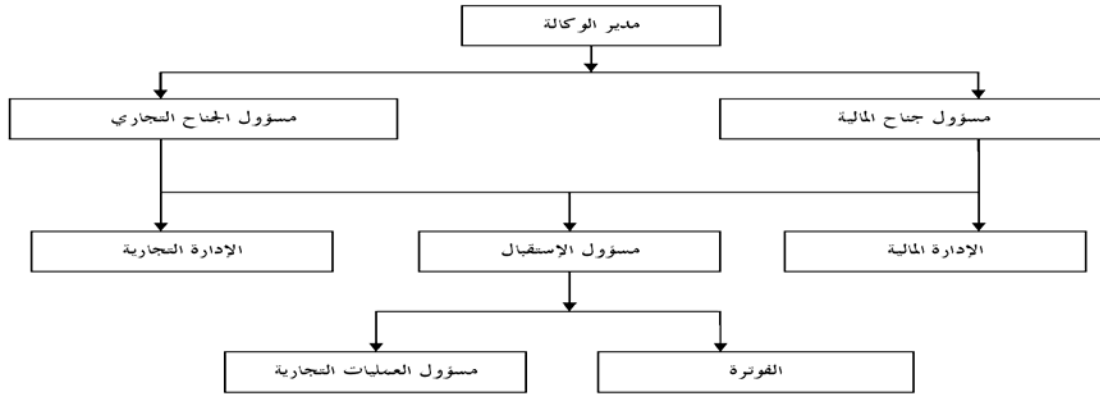
. 4

(48300)

12

.(3/ IV)

:(3/ IV)



المصدر : وثائق الوكالة التجارية .

2.

- 01

:

- 02

:

:

\*

( )

\*

\*

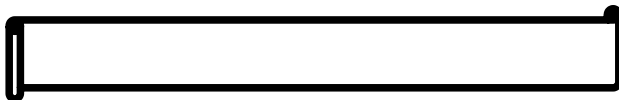
\*

:

... .

1

2





: : -03

\*

\*

\*

*Gaia*

: : -04

)

\*

.(

: -05

.( )

: -06

-07

( .....

)

\*

\*

(

)

\*

\*

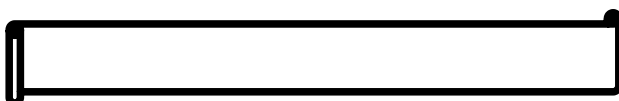
*Gaia*

\*

: -08

\*

\*





\_\_\_\_\_

:

:

)

.(

:

:

:

:

<sup>1</sup>RTC

:

( KMS ) ( Kiosque multi services )

-

<sup>1</sup> Le réseau téléphonique commuté

\_\_\_\_\_



. ( SP ) ( Service public ) -

:( WLL ) -

:( GC ) ( Grand compte ) -

:

. . . .

:

( Fawri ADSL ) -

( EasyADSL ) -

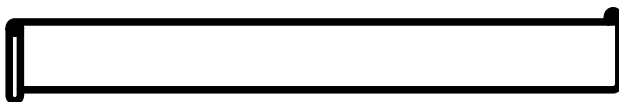
" " : Djaweb -

" "

" " :Wimax -

:( Le pack ) :

( AMAL ) :





:

:

<sup>1</sup>Vsat )

2004

.(Inmarsat

(Algerian mobile network) " " AMN :

1999 (mobilis)

AMN <sup>2</sup>Gsm

2004

**mobilis**

:

:

:

**.1**

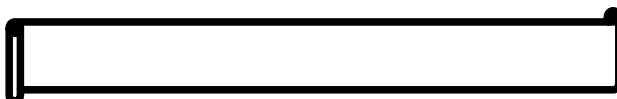
:

**:(1/ IV)**

التسعيرة	نوع المكالمة
2 دج	داخل الولاية
2 دج	بين الولايات
9 دج	شعوب شبكات الهاتف المحمول المحلية

.2009

:

<sup>1</sup> Very small aperture<sup>2</sup> Global System Mobile



:

: (2/ IV)

( ) : (2/ IV)

نوع الخدمة	نداء في الانتظار	بدون ترقيم	مكالمة مختصرة	تحويل النداء	محاضرة ثلاثية	منبه	إفقال الاستعمال الدولي	مراسلة صوتية	فاتورة مفصلة
التسعيرة بالدقيقة شهريا	50 دج	50 دج	50 دج	50 دج	50 دج	14 دج	50 دج	مجانا	50 دج

.2009

:

: Wll .2

WLL : (3/ IV)

التوجه	التسعير
تكاليف الخط والتوصيل	1000 دج بدون رسوم
الاشتراك	300 دج للشهر بدون رسوم

.2009

:

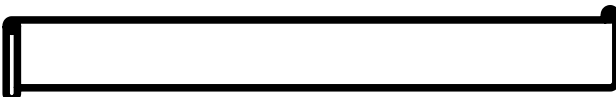
: (Amal) .3

( ) : (4/ IV)

سعر 30 ثا الأولى دج	سعر الثانية دج	
1.41	0.05	مكالمات محلية
2.81	0.09	مكالمات وطنية
4.92	0.16	نحو متعامل ثابت آخر
6.32	0.21	نحو متعامل نقال

.2009

:





:

:(4/ IV)

( ) :(4/ IV)

سعر الثانية دج		30 د / الأولى دج مع الرسوم		
0.63	0.26	18.97	7.81	المجموعة الأولى: أوروبا، فرنسا، إيطاليا... إلخ
0.40	0.40	13.34	13.34	المجموعة الثانية: الدول الأوروبية الأخرى، كندا، والوم أ
0.52	0.40	15.45	13.34	المجموعة الثالثة: المغرب العربي
0.70	0.70	22.47	21.06	المجموعة الرابعة: الدول العربية الأخرى
0.80	0.80	23.87	23.87	المجموعة الخامسة: أمريكا الجنوبية، إفريقيا، آسيا، أستراليا
1.29	1.29	38.61	38.61	المجموعة السادسة: الدول الباقية: كوبا، الصومال، كوريا الجنوبية

.2009

:

( )

:

.4

:

:

( )

(Easy) ADSL :(5/ IV)

512 ك بايت /ثا		256 ك بايت/ثا		128 ك بايت/ثا	
غير محدودة	محدودة 60 ساعة في الشهر	غير محدودة	محدودة 60 ساعة في الشهر	غير محدودة	محدودة 60 ساعة في الشهر
3900 دج	2500 دج	2500 دج	1300 دج	1300 دج	800 دج

.2009

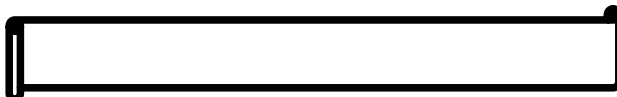
:

(Fawri) ADSL :(6/ IV)

512 ك بايت /ثا		256 ك بايت/ثا		128 ك بايت/ثا	
غير محدودة	محدودة 60 ساعة في الشهر	غير محدودة	محدودة 60 ساعة في الشهر	غير محدودة	محدودة 60 ساعة في الشهر
3900 دج	2500 دج	2500 دج	1300 دج	1300 دج	800 دج

.2009

:







:

**(Djaweb) ADSL : (7/ IV)**

العروض	الأسعار
128 ك بايت/ثا محدودة 60 ساعة في الشهر	400
128 ك بايت/ثا غير محدودة	590
256 ك بايت/ثا محدودة 60 ساعة في الشهر	650
256 ك بايت/ثا غير محدودة	1100
512 ك بايت /ثا محدودة 60 ساعة في الشهر	1250
512 ك بايت /ثا غير محدودة باك ثنائي	1500
512 ك بايت /ثا غير محدودة	1490
1 ميغا بايت غير محدودة	1750
1 ميغا بايت أوسراتيك	1300

.2009

:

)

:

:

**(Easy) ADSL : (8/ IV)**

SHDSL بسرعة 2.3 ميغا متناظرة	2 ميغا	1 ميغا	512 ب/ثا	256 ب/ثا
84000 دج	63000 دج	32000 دج	19500 دج	13200 دج

.2009

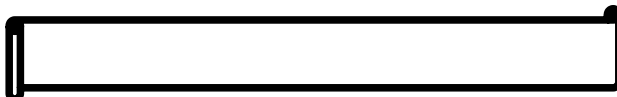
:

**(Fawri) ADSL : (9/ IV)**

2 ميغا	1 ميغا	512 ب/ثا	256 ب/ثا
63000 دج	32000 دج	19500 دج	13200 دج

.2009

:





:

(Djaweb) ADSL : (10/ IV)

العروض	الأسعار
256 ك بايت/ثا غير محدودة	6600
512 ك بايت/ثا غير محدودة	9750
1 ميغا	16000
2 ميغا	31000
2.3 ميغا SHDSL	42000
2 ميغا ويني مهني	38000

.2009

:

3000 : adsl+ (pack téléphonique) •

:

.1

2007

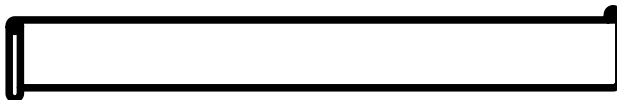
2009

13

8

173

50





<sup>1</sup>( )

: .2

(CERIST)

( Epad )

<sup>2</sup> .2008 100 2003

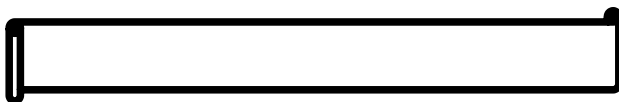
(KMS)

.212.040

:

:

<sup>1</sup><http://www.algeriatelecom.dz/?p=chiffres> online le26/06/2009  
.2009/03/11





Decorative header box with a double border and a colon on the right side.

:

:

: -01

:

\*

\*

: -1

: -2

:

: -3

[.www.algeriatelecom.dz](http://www.algeriatelecom.dz) :

:

:

: -1

\*

:

Decorative horizontal bar with a double border.

24

33

0

Decorative footer box with a double border.



. Amal

\*

\*

\*

\*

:

-2

6

\*

\*

:

:

\*

.2009 01

:

\*

. ((ADSL) )

.( )

\*

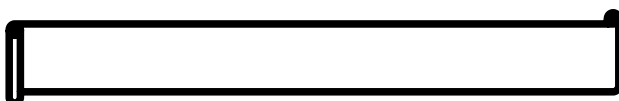
( )

:

:

:

-1





:
---

Amal

	:	-2
	:	
:	:	
	:	-1
	:	-2
100	:	-3

--



:

.

.

.

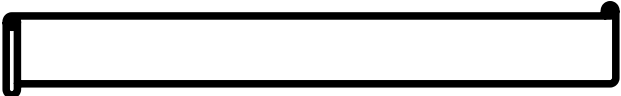
.

:

( )

.

:





Decorative header box with a double border and a small notch on the right side.

:  
-01

" "

Le )" " -1  
<sup>1</sup>(bon choix

" " .  
" " (Solution global ) "

: -2  
Simple, rapide et ) " "  
" " (innovation  
(Rejoignez la cyber generation)

Ecoutez, ) " " :  
(Informez, Consiellez

( ) (logo) -02

Decorative footer box with a double border and a notch on the right side.





)

(09 ) (

:

\*

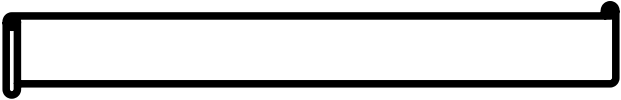
.( )

\*

:

:

:





\_\_\_\_\_

:

.

:

:

-

-

-

-

-

-

-

:

\_\_\_\_\_



:
---

: -1

: -2

: -3

.( )

--



\_\_\_\_\_

:

.

...

.

:

:

:

.1

)( )

.(04

.

\_\_\_\_\_



\_\_\_\_\_

)  
)

((calendrier

: .2  
:

:( centres d'appels) -  
101 100

- 
- 
- 
- 

12

19

\_\_\_\_\_



:

: -

06 )

(07

:( ) .3

" " " " bienvenue monsieur

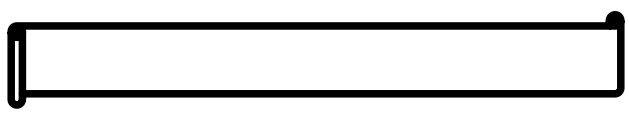
: .4

[www.algeriatelecom.dz](http://www.algeriatelecom.dz)

: .1

Evènements"

"





.2

:

-

17

2008 17

2005

-

9 1

42

2009

)

.(

-

2008/11/13

26

-

2008 1

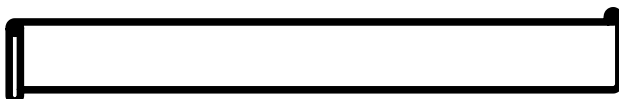
1.

-

:

2009/05/18

<sup>1</sup><http://www.ats.dz/presse.html,online,le 18/07/2009>





29 27

."

"

2009

-

:

-

:

-

2005 21 19

2008/05/14

-

(sponsoring et mécénat)

:

...

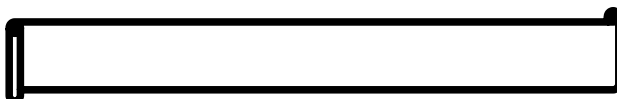
:

"

"

-

(2005 13-12)

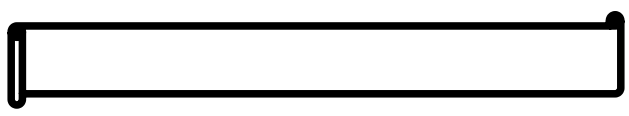






	"		-
	1.680.000	"	
2005	15 14		
			-
			-
		2005/10/29	
			15
			-
:			2006/01/04
		1.	
			-
			01
	"33-30"		-
	" "		

<sup>1</sup> <http://www.lesoirdalgerie.com/articles> online, le 18/07/2009





15-04-2008

2009 15 12

2009

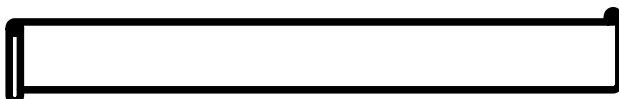
2009 27

( 05 )

FOX 5 NEW YORK

2005/08/30

" "





:

2008/03/02 -

2008 /05/21 -

2009/09/10 -

50

:

( )

:

:

400

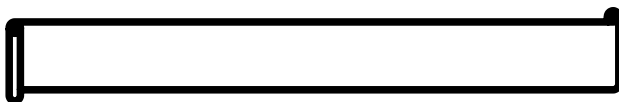
1

8000

8

1

2009/07/31 <http://www.echoroukonline.com/ara/economie/34767.html> online





\_\_\_\_\_ :

\_\_\_\_\_



:
---

:

8

-

■

1

■

■

" "

■

10

-

:

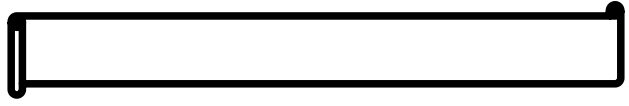
.( )

--



(06 ).

:  
:  
:  
:  
:  
:





\_\_\_\_\_

:

:

:

:

:

\_\_\_\_\_



\_\_\_\_\_

:

:

:

:

:

:

:

( )

\_\_\_\_\_





:

. :

( ) ( )

150

. :  
. :

56

350

:

:  
-1

:

: 22 : \_\_\_\_\_ •

5 1 ) 6 19 : -

9 (17 ) (21 9 8 7

3 (22 20 19 16 14 13 12 10 6 )

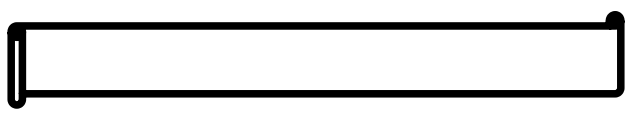
(18 15 3 )

(11 4 ) : -

.(2 ) : -

: 5

:1 -





:2 -

:3 -

::4 -

:5 -

.( )

: 18 : \_\_\_\_\_ •

7 3 1 ) 5 11 : -

6 ) 5 (17 ) (16 10

.(14 13 12 9

11 4 ) : -

.(16 15

(18 8 5 2 ) : -

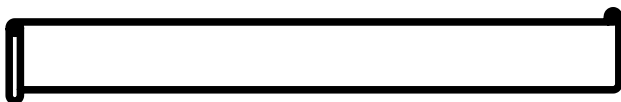
:

:1 -

:2 -

:3 -

( ) :4 -





[Redacted header box]

: -2

.( )

)

(

.2009

-3

10

-4

62 56 , %90.32  
%100

4  
335 %95.71

.350

[Redacted footer box]



\_\_\_\_\_

:

Excel

:



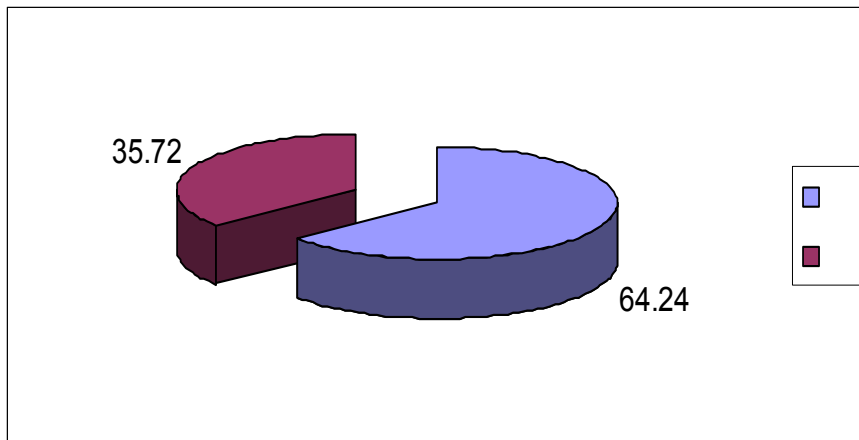
: .1

: -

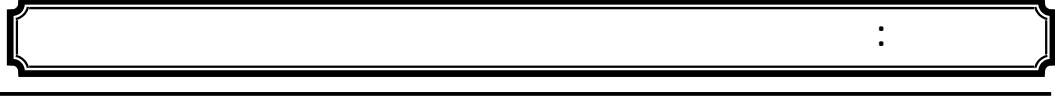
( ) :(11/ IV)

%		
64.28	36	
35,72	20	
100	56	

:(4/ IV)



\_\_\_\_\_



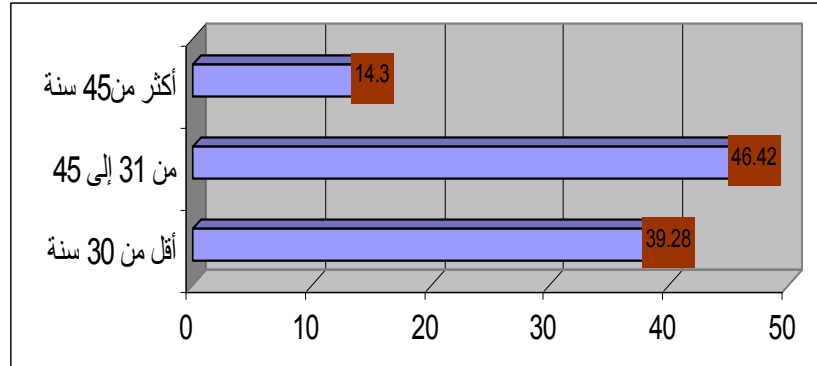
%35.72      % 64.28

:( ) -

:(12/ IV)

%		
39,28	22	30
46,42	26	45 31
14,3	8	45
100	56	

:(5/ IV)

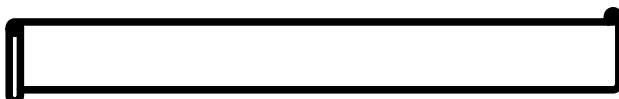


45 30

( 46.42 + 39.28 ) % 85.7

.%14.3

45





:

:  
-  
:(13/ IV)

%		
<b>0</b>	<b>0</b>	
<b>14,28</b>	<b>8</b>	
<b>25</b>	<b>14</b>	
<b>60,72</b>	<b>34</b>	
<b>100</b>	<b>56</b>	

(13/ IV)

% 25

% 60.72

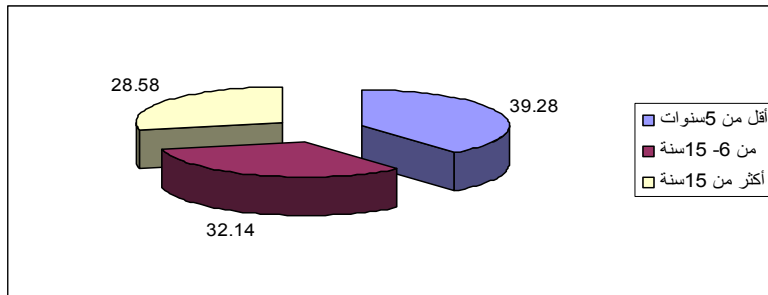
% 14.28

:  
-  
:(14/ IV)

%			
<b>39,28</b>	<b>22</b>	<b>5</b>	
<b>32,14</b>	<b>18</b>	<b>15 -6</b>	
<b>28,58</b>	<b>16</b>	<b>15</b>	
<b>100</b>	<b>56</b>		



:( 6/ IV)



5  
5

(14/ IV)

% 60.72

. % 39.28

: .2

( ) : -

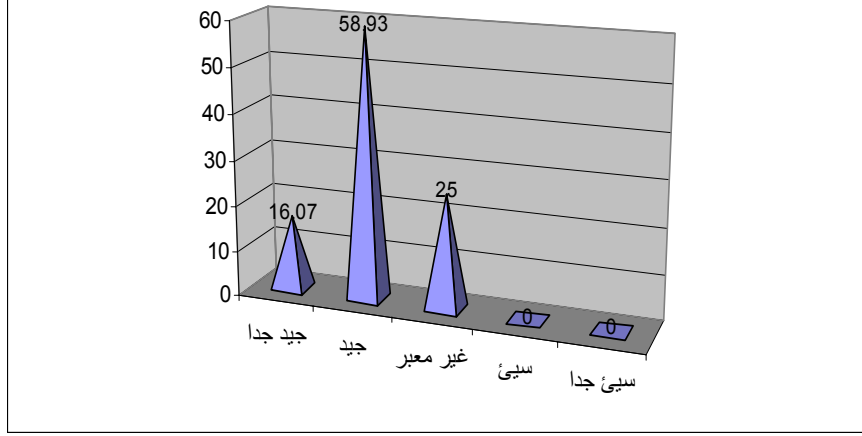
.(15/ IV)

:(15/ IV)

		%	
100	16,07	16,07	9
83,93	75	58,93	33
25	100	25	14
0	100	0	0
0	100	0	0
		100	56



:( 7/ IV)



Keller

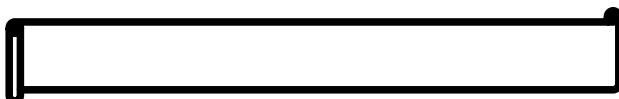
%75

% 25

( ) : -

:(16/ IV)

%		
5,35	3	
8,92	5	
19,64	11	
66,09	37	
100	56	







:
---

**% 33.91**

**% 66.09**

**: .3**

**( ) : -**

**:(17/ IV)**

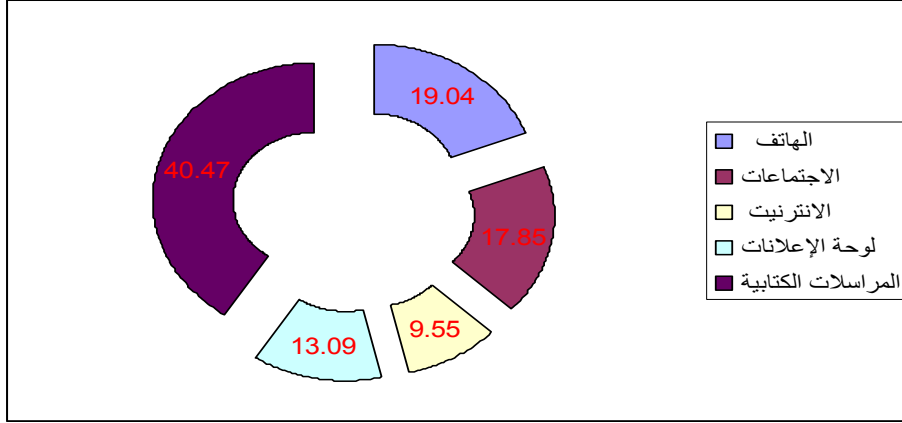
**:(17/ IV)**

<b>%</b>		
<b>8,62</b>	<b>5</b>	
<b>58,62</b>	<b>34</b>	
<b>5,17</b>	<b>3</b>	
<b>20,68</b>	<b>12</b>	
<b>6,91</b>	<b>4</b>	
<b>100</b>	<b>58</b>	

--



:( 8/ IV)



)

% 67.24

( 58.62+8.62

% 20.68

% 5.17

% 6.91

: -  
:

:(18/ IV)

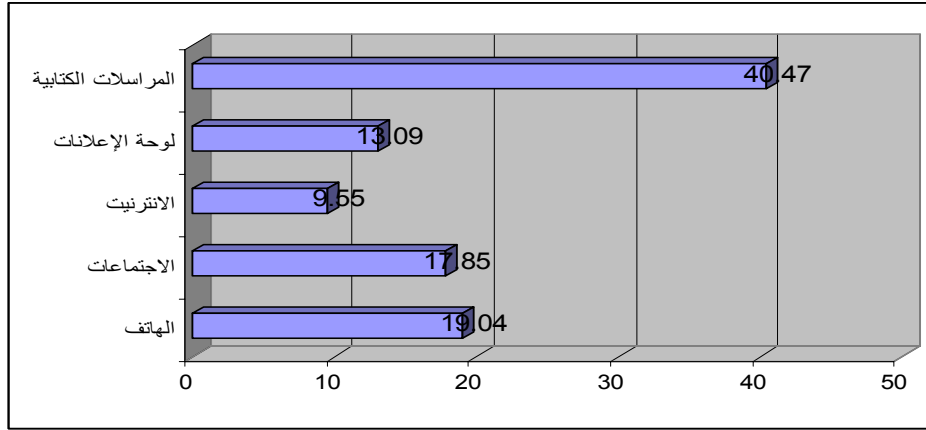


:

:(18/ IV)

%		
28,57	16	
26,78	15	
14,28	8	
19,64	11	
60,71	34	

:(9/ IV)



(18/ IV)

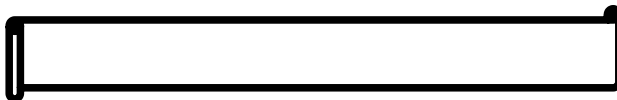
% 60.71

% 28.57

% 19.64

% 26.78

% 14.28





--

:

:

:(19/ IV)

		%		
<b>100</b>	<b>5,35</b>	<b>5,35</b>	<b>3</b>	
<b>94,65</b>	<b>33,92</b>	<b>28,57</b>	<b>16</b>	
<b>66,08</b>	<b>71,42</b>	<b>37,5</b>	<b>21</b>	
<b>28,58</b>	<b>89,28</b>	<b>17,86</b>	<b>10</b>	
<b>10,72</b>	<b>100</b>	<b>10,72</b>	<b>6</b>	
		<b>100</b>	<b>56</b>	

( 28.57 + 5.35 )

% 33.92

(19/ IV)

( )

28.58

% 37.5 :

% 66,08

( )

--



:

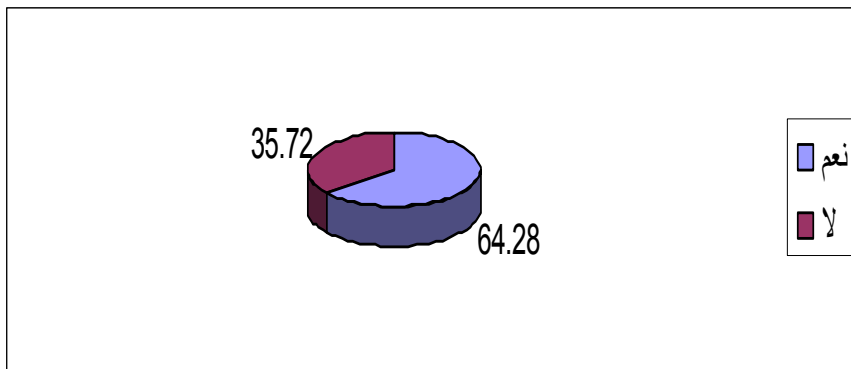
:-

:

:(20/ IV)

%		
64,28	36	
35,72	20	
100	56	

:( 10/ IV)



(20/ IV)

% 64,28

. " "

% 35,72

:-

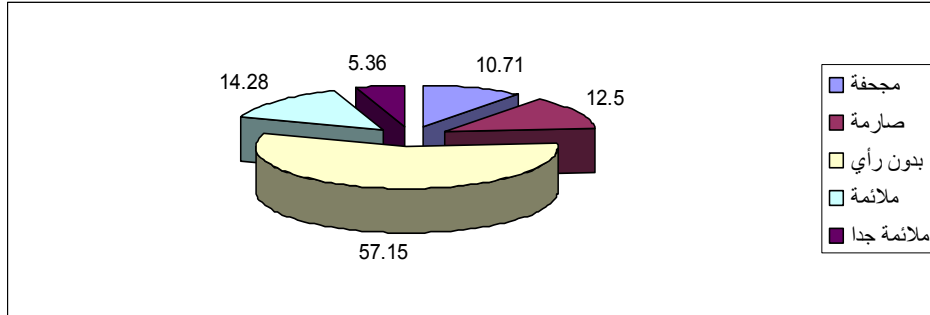
:(21/ IV)



:(21/ IV)

		%		
100	10,71	10,71	6	
89,29	23,21	12,5	7	
76,79	80,36	57,15	32	
19,64	94,64	14,28	8	
5,36	100	5,36	3	
		100	56	

:(11/ IV)



( 14.28 + 10.71 + 57.15 ) % **80.36**

:

%57,15

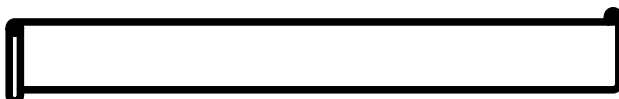
% 10.71      %23.21

% 12.5

% 14.28

%19.64

%5.36

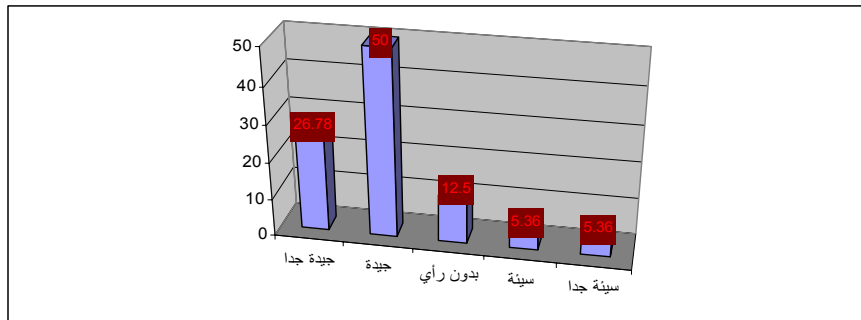




:(22/ IV)

		%		
100	26,78	26,78	15	
73,22	76,78	50	28	
23,22	89,28	12,5	7	
10,72	94,64	5,36	3	
5,36	100	5,36	3	
		100	56	

:( 12/ IV)



%76.78

(22/ IV)



% 12.5      %23.22  
 %5.36                      %5.36                      %10.72

: -

:

:(23/ IV)

100	10.71	10.71	6	
89.29	71.43	60.72	34	
28.57	83.93	12,5	7	
16.07	91.07	7.14	4	
8.93	100	8.93	5	
		100	56	

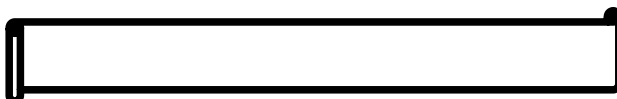
%71.43

%10.71

%60,72

%71.43

%28.57







\_\_\_\_\_ :

: .4

: -

:  
:(24/ IV)

%		
55,35	31	
44,65	25	
100	56	

" " " "

% 55.35

" "

31

" "

%44.65

56

25

%44.65

\_\_\_\_\_

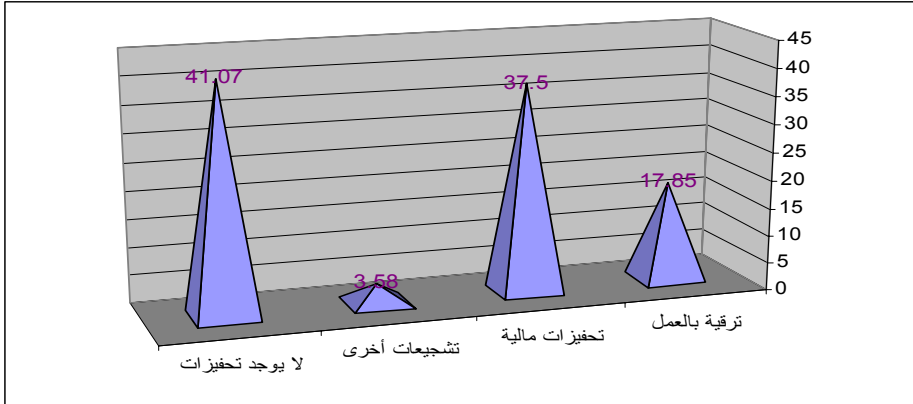


:(25/ IV)

:(25/ IV)

%		
17.85	10	
37.5	21	
3.58	2	
41.07	23	
100	56	

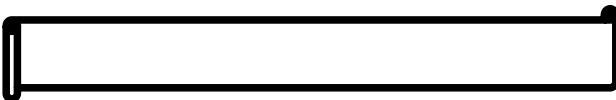
:( 13/ IV)



% 41.07

%37.5

%17.58





:

**%3.58**

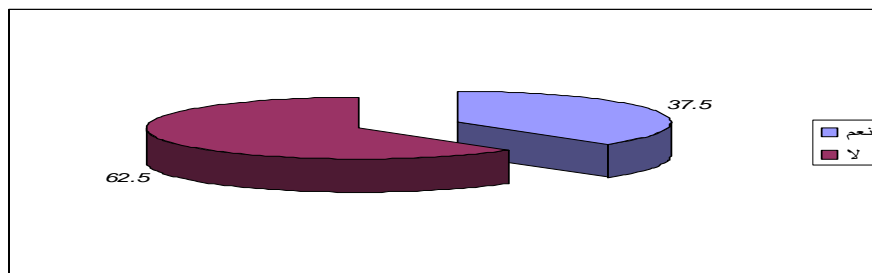
- :

:

**:(26/ IV)**

%		
<b>37.5</b>	<b>21</b>	
<b>62.5</b>	<b>35</b>	
<b>100</b>	<b>56</b>	

**:(14/ IV)**



**35**

**%62.5**

**56**

**%37.5**



\_\_\_\_\_

: -

:(27/ IV)

%		
<b>30.35</b>	<b>17</b>	
<b>69.65</b>	<b>39</b>	
<b>100</b>	<b>56</b>	

" " % 69.65

% 30.35

.(% 69.65) (% 30.35)

: -

:(28/ IV)

%		
<b>80.35</b>	<b>45</b>	
<b>19.65</b>	<b>11</b>	
<b>100</b>	<b>56</b>	

\_\_\_\_\_



% 80.35

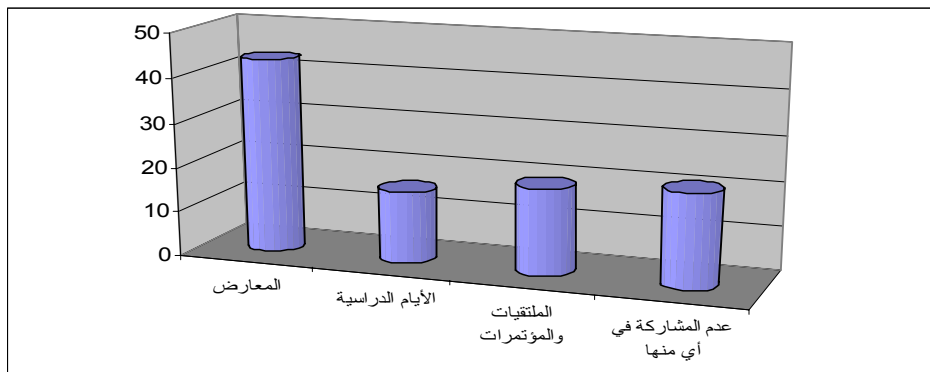
%19.65

: : -

:(29/ IV)

%		
48.21	27	
17.86	10	
21.42	12	
23.21	13	

:( 15/ IV)





( 15/ IV)

**%48.21**

**%17.86**

**%21.42**

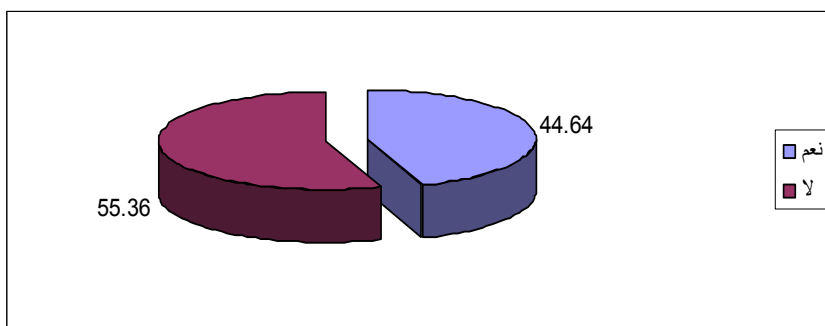
**. %23.21**

-  
:  
...

**:(30/ IV)**

%		
<b>44,64</b>	<b>25</b>	
<b>55,36</b>	<b>33</b>	
<b>100</b>	<b>56</b>	

**:( 16/ IV)**





:

% 55.36

(30/IV)

% 44.64

-

:

:

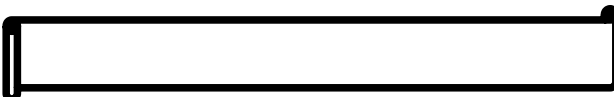
:(31/ IV)

العبرة / التقييم	أعلى مستوى	في نفس المستوى	دون المستوى	النسبة المتوية	التكرار	النسبة المتوية
	التكرار	النسبة المتوية	التكرار	النسبة المتوية	التكرار	النسبة المتوية
طريقة التسيير في الشركة	14	25	16	28,57	26	46,43
الاهتمام بالوضعية الاجتماعية للموظفين	12	21,42	5	8,92	39	69,66
تحفيز الموظفين	8	14,29	15	26,79	33	58,92

(31/ IV)

:

%46.43





**%28.57**

:

**%69.66**

**%8.92**

**%21.42**

:

**%58.92**

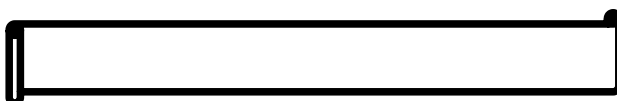
**%26.79**

**%14.29**

:

-

**: (32/ IV)**





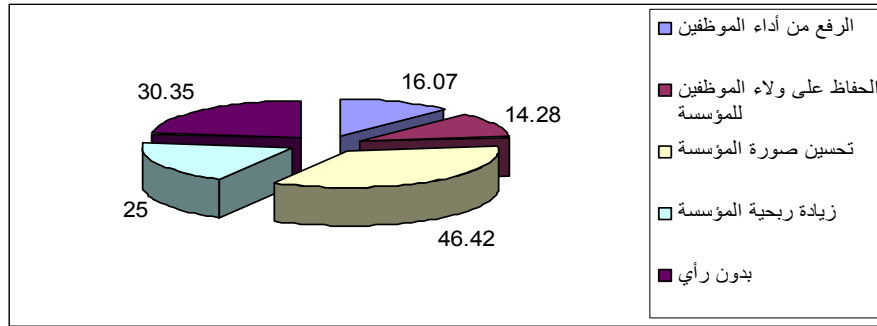


:

:(32/ IV)

%		
16,07	9	
14,28	8	
46,42	26	
25	14	
30,35	17	

:( 17/ IV)



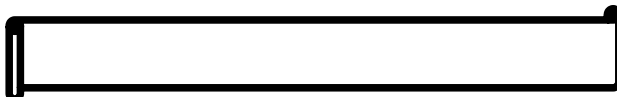
( 14/IV)

% 30.35

:

- %46.42

- % 25





:

% 16.07 -

%14.28 -

: .5

.( )

: -

:(33/ IV)

:(33/ IV)

%		
19,65	11	
46,42	26	
33,93	19	
100	56	

%19.65

%46.42

15

% 33.93



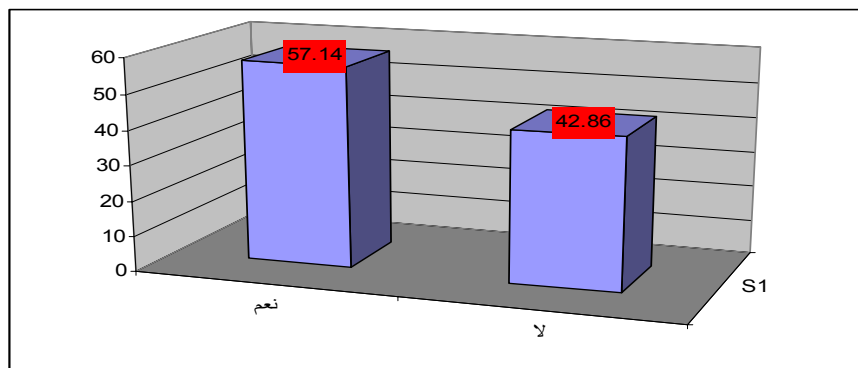
: -

.(34/ IV)

:(34/ IV)

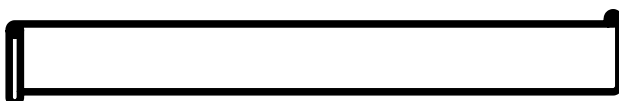
%		
57,14	32	
42,86	24	
100	56	

:(18/ IV)



%57.14

%42.86





\_\_\_\_\_

: -

( )

: (35/ IV)

:(35/ IV)

		%		
100	7,14	7,14	4	
92,86	42,85	35,71	20	
57,15	75	32,15	18	
25	92,86	17,86	10	
7,14	100	7,14	4	
		100	56	

( 35.71+7.14 ) % 42,85

(35/ IV)

% 57.15

% 32.15

% 7.14 %17.86

: -

:

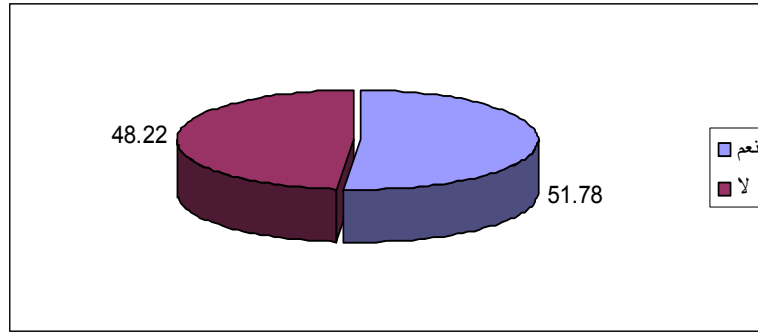
\_\_\_\_\_



**:(36/ IV)**

<b>51,78</b>	<b>29</b>	
<b>48,22</b>	<b>27</b>	
<b>100</b>	<b>56</b>	

**:( 19/ IV)**



**%51.78**

**(36/ IV)**

**%48.22**



:



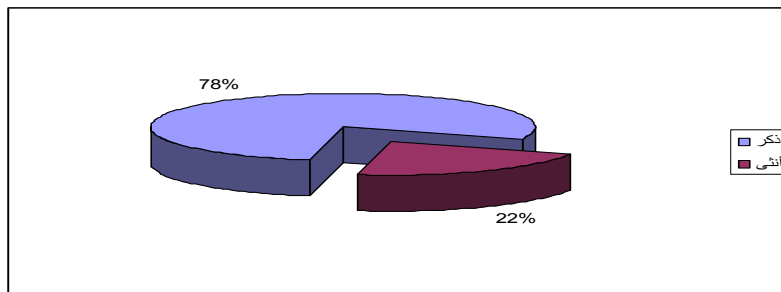
: 1

: -

:(37/ IV)

%		
77.61	260	
22,39	75	
100	335	

:(20/ IV)



. % 22.39 % 77.61

:( ) -

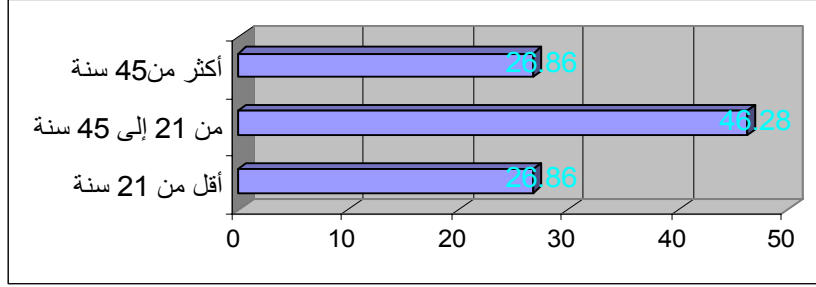
:(38/ IV)

%			
26.86	90	21	
46.28	155	45	21
26.86	90	45	
100	335		

:



:( 21/ IV)



% 46.28 :

45 21

%26.86 45 21

: -

:(39/ IV)

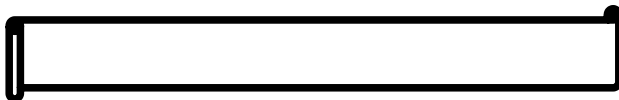
%		
28.35	95	
23.89	80	
5.97	20	
29.85	100	
11.94	40	
100	335	

% 29,85

%28,35

%11,94

% 23,89





\_\_\_\_\_ :

.% 5,97

: .2

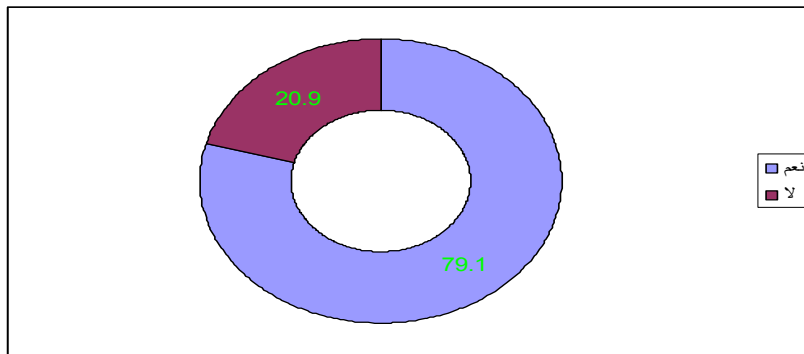
: -

:(40/ IV)

:(40/ IV)

%		
79.1	265	
20.9	70	
100	335	

:(22/ IV)



% 79,1

% 20,9

\_\_\_\_\_





\_\_\_\_\_ :

) : -  
(

% 64.17

215

120

"

"

215

% 55.81

% 44.19

( ... will )

120

.( ) 70

: -

:(41/ IV)

%		
0	0	
37.31	125	
35.82	120	
26.87	90	
100	335	

( 26,87 + 35,82) % 62.69

\_\_\_\_\_



**% 26,87 % 35,82**

**125**

**% 37,31**

**: -**

**:**

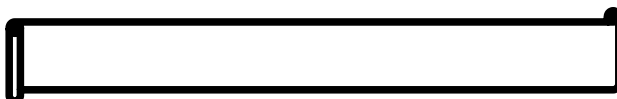
**:(42/ IV)**

<b>%</b>		
<b>50.74</b>	<b>170</b>	<b>( ... )</b>
<b>23.88</b>	<b>80</b>	
<b>40.29</b>	<b>135</b>	
<b>20.89</b>	<b>70</b>	
<b>28.35</b>	<b>95</b>	
<b>31,34</b>	<b>105</b>	
<b>22,38</b>	<b>75</b>	
<b>29,85</b>	<b>100</b>	
<b>11.94</b>	<b>40</b>	
	<b>335</b>	

**(42/ IV)**

**% 50.74**

**%40.29**





**%23.88**

**% 31,34**

**% 28,35 % 29,85**

**% 22.38**

**%20.89**

**( )**

**:**

**-**

**)**

**:**

**(**

**160**

**% 47.76**

**( % 47.76 )**

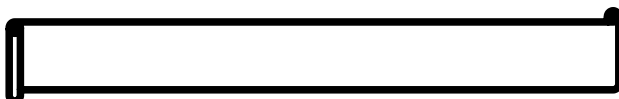
**15**

**30 20 75**

**50**

**:**

**-**





:

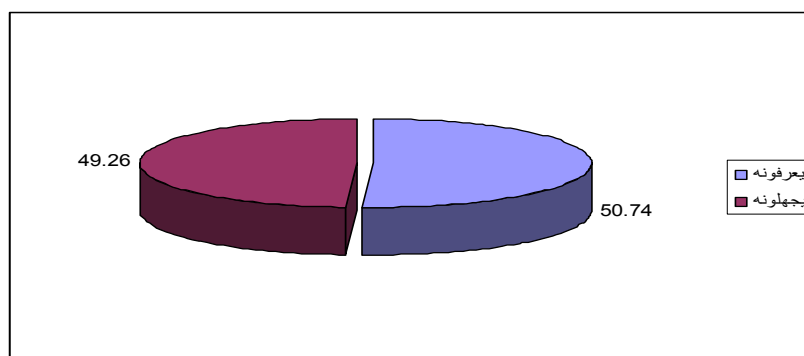
( )

(43/ IV)

:(43/ IV)

%		
50,74	170	
49,26	165	
100	335	

:(23/ IV)



% 49,26

% 50,74

( )

( )

:

-

(44/ IV)



\_\_\_\_\_ :

:(44/ IV)

13,43	45
34,33	115
37,32	125
4,47	15
0	0
10,45	35
100	335

% 47.76

(44/ IV)

13.43

% 34.33 %

% 4.47

125

% 10.45

( ) : -

:(45/ IV)

\_\_\_\_\_



:
---

:(45/ IV)

2,98	10	
4,48	15	
92,54	310	
100	335	

% 92,54

% 4,48 % 2,98

: .3

( ) : -

:(46/ IV)

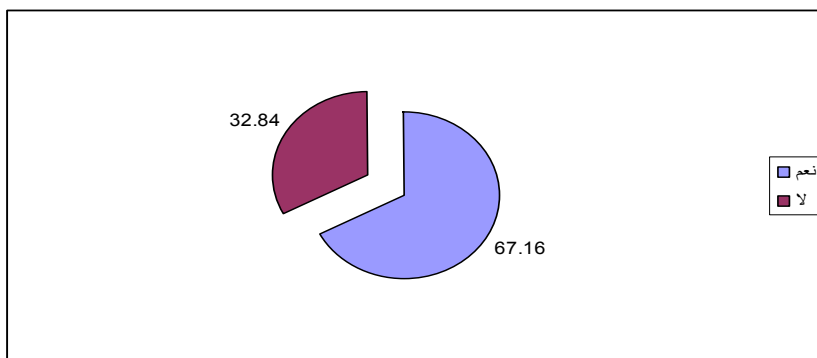
--



**:(46/ IV)**

%		
<b>67.16</b>	<b>225</b>	
<b>32.84</b>	<b>110</b>	
<b>100</b>	<b>335</b>	

**:( 24/ IV)**



**% 67.16**

**(46/ IV)**

**% 32.84**

**( )**

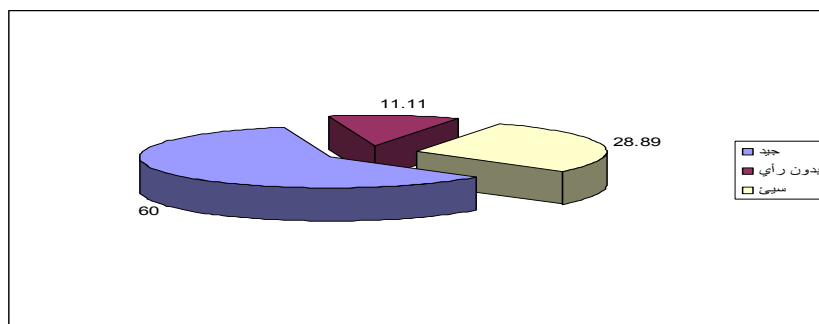
**:(47/ IV)**



:(47/ IV)

%		
60	135	
11,11	25	
28,89	65	
100	225	

:( 25/ IV)



% 60

(47/ IV)

% 28,89

11.11

%

- :





:
---

: (48/ IV)

:(48/ IV)

%		
13,33	30	
24,44	55	
20	45	
42,23	95	
100	225	

% 42,23

( )

% 24.44

%13.33

% 20

--



:
---

- :

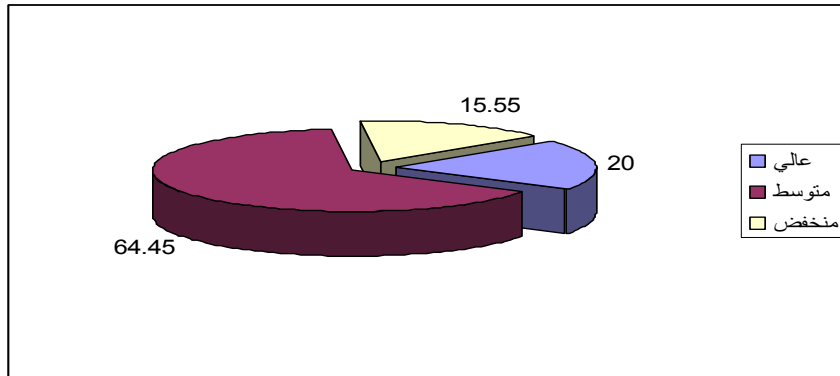
)

(49/IV)

(49/ IV)

%		
20	45	
64,45	145	
15,55	35	
100	225	

(26/ IV)



% 64.45

--



Decorative header box with a colon symbol inside.

% 15.55

% 20

: .4

( )

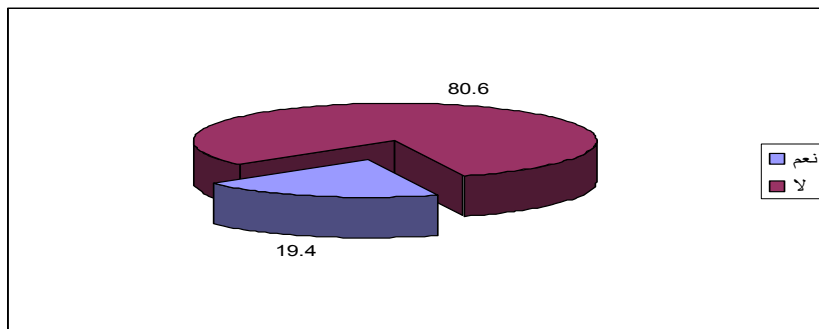
: -

:

:(50/ IV)

%		
19.4	65	
80.6	270	
100	335	

:( 27/ IV)



Decorative footer box.



\_\_\_\_\_ :

**% 80.6**

**.%19.4**

: -

:

**:(51/ IV)**

<b>55,22</b>	<b>185</b>	
<b>44,78</b>	<b>150</b>	
<b>100</b>	<b>335</b>	

**% 55.22**

)

( ...

**% 44.78**

**44.78)**

( %

\_\_\_\_\_



:
---

)

(

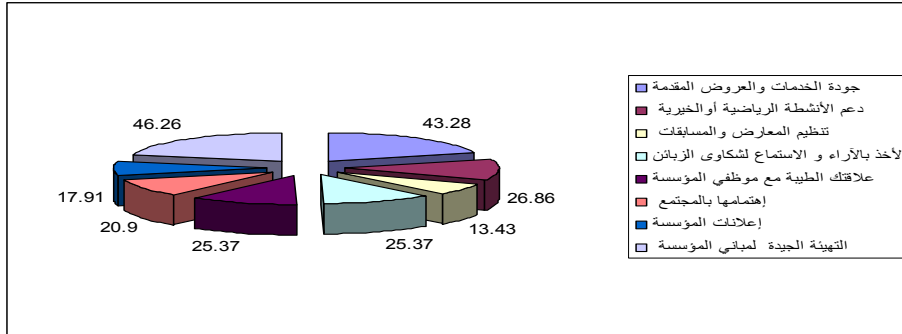
:(52/ IV)

<b>43.28</b>	<b>145</b>	
<b>26.86</b>	<b>90</b>	
<b>13.43</b>	<b>45</b>	
<b>25.37</b>	<b>85</b>	
<b>25.37</b>	<b>85</b>	
<b>20.9</b>	<b>70</b>	
<b>17.91</b>	<b>60</b>	
<b>46.26</b>	<b>155</b>	
	<b>335</b>	

--



:( 28/ IV)



(52/ IV)

% 46.26    % 43.28

) (46/ IV)

...

(

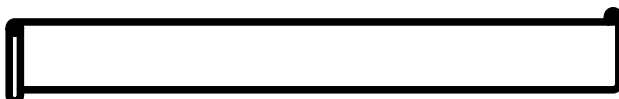
:

% 26.86 -

....

% 25,37 -

% 20.9 -





:

**%17,91 -**

)

.(

**%13,43 -**

( )

:

-

:

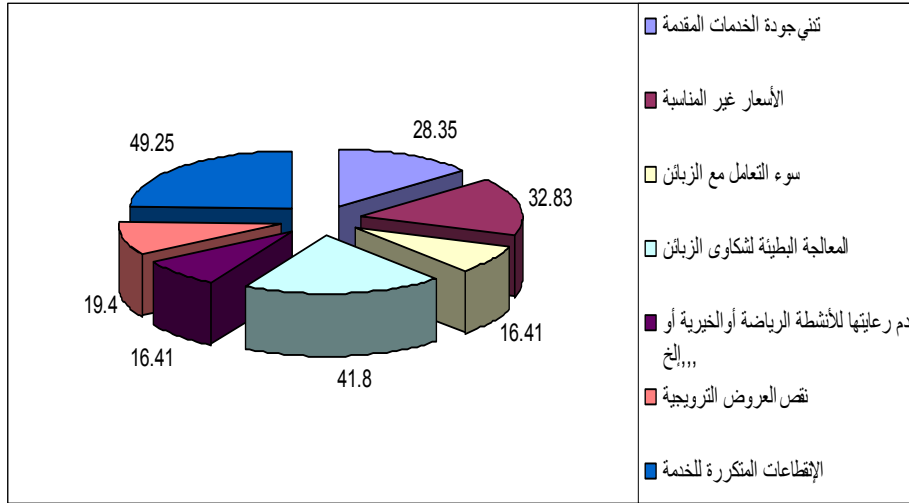
:

**:(53/ IV)**

<b>28.35</b>	<b>95</b>	
<b>32.83</b>	<b>110</b>	
<b>16.41</b>	<b>55</b>	
<b>41.8</b>	<b>140</b>	
<b>16.41</b>	<b>55</b>	...
<b>19.4</b>	<b>65</b>	
<b>49.25</b>	<b>165</b>	
	<b>335</b>	



:( 29/ IV)



(53/ IV)

( )

% 40

% 32.83

%28.35





--

:

-

:

:(54/ IV)

:(54/ IV)

						/
<b>46.27</b>	<b>155</b>	<b>34.33</b>	<b>115</b>	<b>19.4</b>	<b>65</b>	
<b>52.24</b>	<b>175</b>	<b>17.91</b>	<b>60</b>	<b>29.85</b>	<b>100</b>	
<b>65.67</b>	<b>220</b>	<b>11.94</b>	<b>40</b>	<b>22.39</b>	<b>75</b>	

:

-

% **46.27**

% **34.33**

% **52.24**

--



\_\_\_\_\_ :

)  
( ...

% 19.4

% 29.85

% 22.39 % 11.94

\_\_\_\_\_



-

-

-

-

-

-

:

:

:

.1

:

% 35,72

% 64.28

❖

% 85.70

❖

45

% 60,72

❖

6

% 60.71

❖

% 58,93

❖



% 66.09



% 66,08



% 80.36



% 76.78



% 71.43 :



%44.65



% 55.35

% 41.07



:

% 60





:

% 80.35



% 44,64



% 46,42



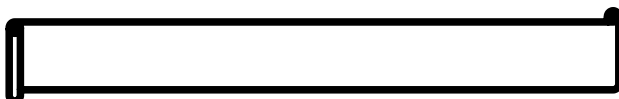
% 33,93



% 42,86



% 51,78





: .2

:

**%22.39**      **% 77.61**



**% 46.28**      45      21



**% 26.86**      45      21

**%28.35**      **%29.85**



**%11.94**      **%23.89**

**%.% 5.97**



**%79.1**



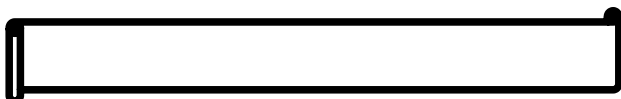
(      )

**% 50.74**



:

**% 47.76**





**%49,26**



**%92.54**



**% 67.16**



**(% 60)**

**(%42.23)**

**( )**

**% 80.6**



**% 44,78**

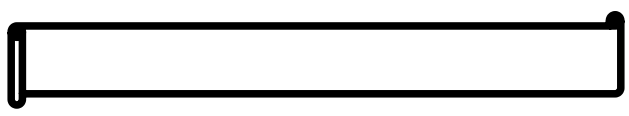


**... )**

**( .**



:







\_\_\_\_\_

:

( )

:

-

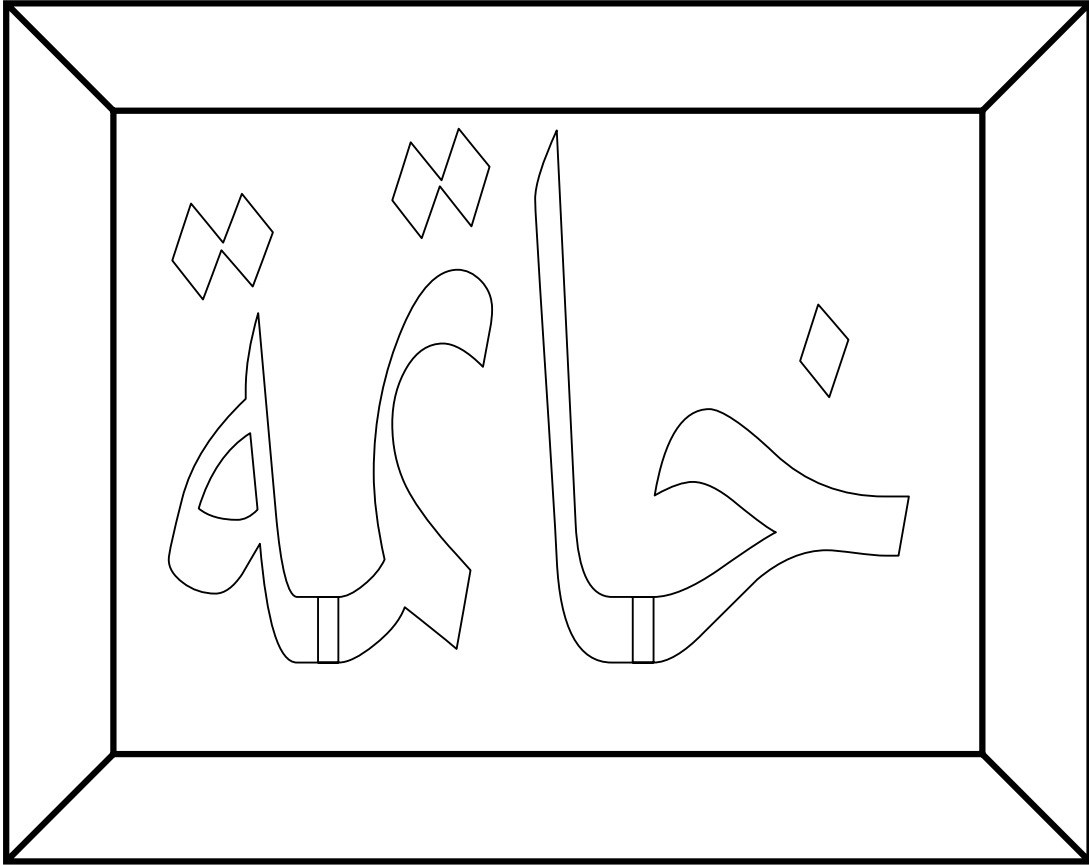
( )

:

-

-

\_\_\_\_\_





( )

( )



( )

.

:

:

:

:

:

•

.1

.( )

.2

.3

.4

.5

.6

.7



.8

.9

.10

.1

.2

.3

.4

.5



:

:

.1

.2

.3

.4

.5

:

■

■

■

:

■



■

■

)

■

( ...

)

( ...

.6

:

:

:

●



: •

.

:  
... ..

( ... ( ) ) : •

.

: •  
( )

)

(

.

( ) : •

( )





.

:

-

:

.1

-

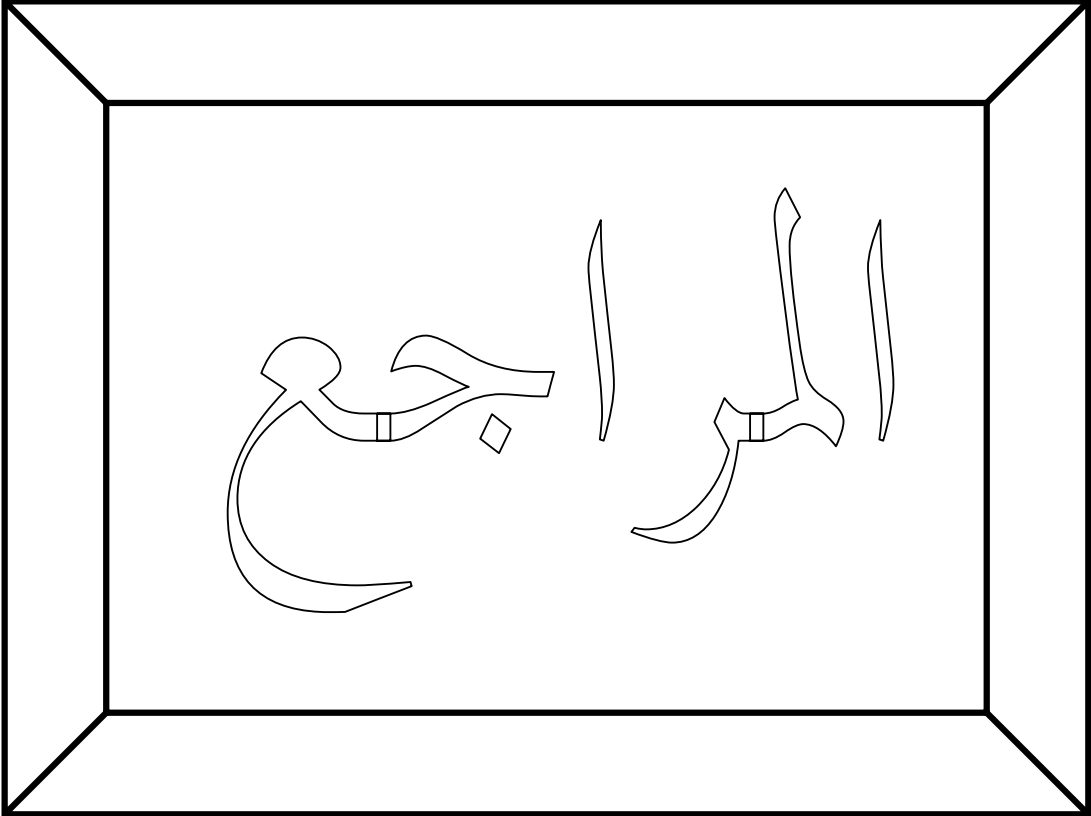
.2

.

.3

.

.4





		:
	( )	.1
1	_____	.2
		1986
1985	1 _____	.3
-1999	_____	.4
		2000
.2006	_____	.5
1999	_____	.6
	_____	.7
		.1962
	_____	.8
		.2002
1	_____	.9
		.1999
	1 _____	.10
		.2006
1998	1 _____	.11
		.12
	_____	
	.2002	
1970	1 _____	.13
	1 _____	.14
		2003
	_____	.15



			<b>.16</b>
		_____	
			.2009
1		_____	<b>.17</b>
1		_____	<b>.18</b>
			2005
1		_____	<b>.19</b>
			2005
		_____	<b>.20</b>
			2006
3		_____	<b>.21</b>
		_____	<b>.22</b>
			.2006
		_____	<b>.23</b>
			.2004
			<b>.24</b>
			.2000
.2001		_____	<b>.25</b>
1986	1	_____	<b>.26</b>
	1	_____	<b>.27</b>
			. 2006
		_____	<b>.28</b>
			2003
	1	_____	<b>.29</b>
			.2004
		_____	<b>.30</b>



1	_____	.31
	.2001	
.	_____	.32
	_____	.33
_____	2005	1
-2002	_____	.34
	_____	.2003
.1983	1 _____	.35
	3 _____	.36
	_____	1999
	_____	.37
3	_____	.38
	.2000	
	1 _____	.39
	_____	2007
:	_____	.40
	1992	
_____	_____	.41
	2004	
_____	_____	.42
	.2001	
_____	_____	.43
	.2007	



: :

44. Jean-Jacques Combin, Ruben Chumpitaz, "**Marketing stratégique et opérationnel**" du marketing à l'orientation marché, (DUNOD, Paris, 5e éd, 2002)
45. Landrevie Jacques et Lindon Denis "**Merkator**"; **communication théorie et pratique**; Dalloz 8eme édition ; Paris ; 2003
- 46.
47. Grille Marion et autres, "**Marketing: Mode d'emploi**", (les éditions d'Organisation, Paris, 2eme éd, 2002)
- 48.
49. Marie Hélène Westphalem, "**le communicator**" 3ème, édition DUNOD, Paris 1998
- 50.
51. Marie Hélène Westfalen, "**Communicator**": **Le guide de la communication marketing**, DUNOD, Paris, 3eme éd, 2001
- 52.
53. E. Delavallee; "**la culture d'entreprise**", édition Organisation, 2002
54. Martine Ternois, "**La communication de l'entreprise 107 fiches outils**", 2ème tirage, les éditions, d'organisations, Paris, 1996
- 55.
56. Béatrice Bréchiguac Roubaud. "**Le marketing des services**". (Du projet au plan marketing). D'organisation Paris. 1998
- 57.
58. Mohamed Seghir Djitli, "**marketing stratégique**", eurl ibn sina édition impression et diffusion, Alger, 1998
- 59.
60. Vernet Eric et autres, "**La publicité: Théorie**", acteurs et méthodes, La documentation française, Paris, 2000
- 61.
62. Caroline- "**Le positionnement des produits: concepts, exemples**", [www.membres.lycos.fr/fgaquiere/fichemarket/05\\_GC\\_caroline.doc](http://www.membres.lycos.fr/fgaquiere/fichemarket/05_GC_caroline.doc) online.
63. W. Mindak and S. Fine, (1981), "**A High Public Relations in Donnelly and George**", The Marketing of Services. ANA. French,.
64. -Quoted from Philip Kotler and William Mindak, "**Marketing and Public Relations**", Journal of Marketing, October.
65. -Cutlip and Center, (1974), "**Effective Public Relations**", 3rd edition, Prentice-Hall Inc, Englewood Cliffs, New Jersey.



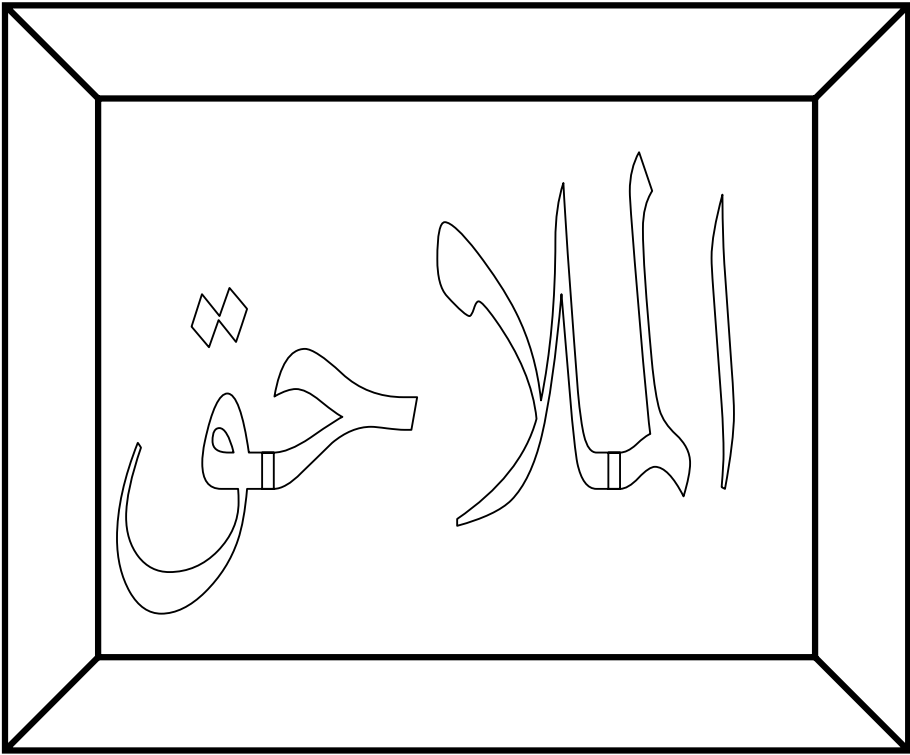
- 66.-Jefkins, F. "**Public Relations**", 5th ed, (London, pltman publishingpage).
- 67.-Phillips, D. (2001),"**the Public Relations evaluationits**", Corporate Communication: An International Journal.
- 68.-Stone,N. 1991, "**how to manage and practice of public relations**", (London, mc graw Hill).
- 69.Cultip,.S.M.and ,Center A.H, "**Effective public Relations** ",4th edition.Prentice Hall,Inc.,Engle-wood, Cliffs.
- 70. -Noble.P.(1999),"**Tweeds An Inclusive Evaluation Metodology**", Corporate Communication, An international Journal,4.
- 71.-Marie-Helene Westphalen, "**communicator**", 4eme Edition, DUNOD, France .
- 72.-D.McLeod and M.Kunita,"**A Comparative Analysis of the use of Corporate Advertising in the United states and Japan, (1994).**", international Journal of Advertising, 13, 2.
- 73.D.McLeod and M.Kunita,"**A Comparative Analysis of the use of Corporate Advertising in the United states and Japan**".
- 74.Jean Marc Decandin : **la communication marketing**, edition économique, paris, 1995.

	:	:
-		.75
2007/2006	-	
		.76
2006/2005		
		.77
2006/2005		
		.78
	. 2005	
		:
2006	PR &	.79
		.80



			<b>.81</b>
			<b>.82</b>
		:	<b>-05</b>
	2000/08/05	03/2000	<b>.83</b>
	.2000/08/06	48	
		:	<b>-06</b>
<b>84.</b>	<a href="http://www.ao-academy.org/wesima_articles/library">http://www.ao-academy.org/wesima_articles/library</a>		
<b>85.</b>	<a href="http://www.6abib.com/ask/showthread.php?t=11288">http://www.6abib.com/ask/showthread.php?t=11288</a> .		
<b>86.</b>	<a href="http://www.palpr.com">http://www.palpr.com</a> .		
<b>87.</b>	<a href="http://www.afkargadida.com">www.afkargadida.com</a>		
<b>88.</b>	<a href="http://www.faculty.ksu.edu.sa/elfaki/DocLib/">www.faculty.ksu.edu.sa/elfaki/DocLib/</a>		
<b>89.</b>	<a href="http://www.algeriatelecom.dz">www.algeriatelecom.dz</a> .		





( ) :01



\_\_\_\_\_

X

:2

\_\_\_\_\_

\_\_\_\_\_

:

□

□

( )

:

-3

-1

-4

-2

:

□

□

□

□

:

□

□

□

□

□

□

□

□

□

..... :

( )

:

-

-

□

-

-

:

□

□

□

□

□

( ) :

□ □ □ □ □ □

( ) :

-  
-

:

( ) :

□ □

13

" "

:

( )

□ □ □

:

□ □ □ □

..... :

:

□ □ □

:

( )

:

[ ]

[ ]

:

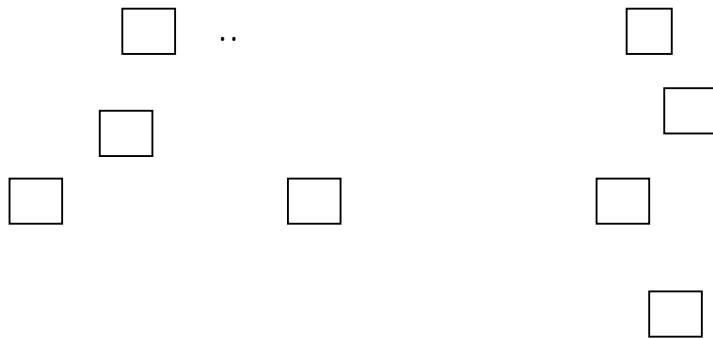
[ ]

[ ]

-

:

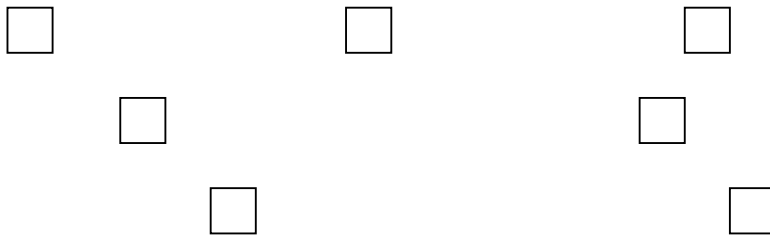
:



.....:

-16

:



.....:

<input type="text"/>	<input type="text"/>	<input type="text"/>	
<input type="text"/>	<input type="text"/>	<input type="text"/>	...
<input type="text"/>	<input type="text"/>	<input type="text"/>	

-  
-  
-

		:				
		_____				
		<input type="text"/>	<input type="text"/>	:		
<input type="text"/>	<b>45</b>	<input type="text"/>	<b>45 - 21</b>	<input type="text"/>	<b>21</b>	:
<input type="text"/>		<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	:
		<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	

( ) :02



\_\_\_\_\_

X

:

\_\_\_\_\_

\_\_\_\_\_

( )

:

□

□

□

□

□

( )

:

-  
-

:

\_\_\_\_\_

• \_\_\_\_\_

( )

:

□

□

□

□

□

:

:

□

□

□

□

□

..... :

:

□

□

□

□

□



