

Using Information To Formulate Public Policy And Decision-Making

استخدام المعلومات في صياغة السياسات العامة واتخاذ القرار

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Abstract:

The current study aims to determine the relationship of information to public policy and decision - making, that is, how is information used in decision -making and in formulating public policy ? Given that information is an essential tool in human life, what makes information valuable is the ability to use it by decision makers to make informed and correct decisions, as they rely on accurate and updated information to guide their strategies and make decisive decisions to deal with events and crises .Considering The study of public policy is concerned with the way in which the working methods of governments have developed in how they make decisions and carry out activities .The impact of information on drawing public policy and decision -making Especially in Algeria ,it is prominent and evident.

Keywords: information- public policy- Making- policy formulation

الملخص:

تهدف هذه الدراسة إلى تحديد علاقة المعلومات بالسياسات العامة وصنع القرار، أي كيف تُستخدم المعلومات في عملية اتخاذ القرار وفي صياغة السياسات العامة. ونظرًا لكون المعلومات أداة أساسية في حياة الإنسان، فإن ما يمنحها قيمتها هو قدرة صناع القرار على توظيفها لاتخاذ قرارات مستنيرة وصحيحة، إذ يعتمدون على معلومات دقيقة ومحدثة لتوجيه استراتيجياتهم واتخاذ قرارات حاسمة في مواجهة الأحداث والأزمات. كما أن دراسة السياسات العامة تهتم ببيان كيفية تطور أساليب عمل الحكومات في اتخاذ القرارات وتنفيذ الأنشطة. ويُعد تأثير المعلومات في رسم السياسات العامة وصنع القرار - خصوصًا في الجزائر - تأثيرًا بارزًا وواضحًا.

الكلمات المفتاحية: المعلومات، السياسة العامة، صنع القرار، صياغة السياسات.

Introduction

in recent years, the world has witnessed a number of basic variables that have affected various aspects of current life in many countries of the world with different levels of development .the latter have affected the lifestyle and the pattern of social ,political and economic relations among other nations,so much so that we can say that we are living in a new world that is completely different

from The past .During a historical period not exceeding two centuries,the world moved from the era of the industrial revolution to a scientific and technological revolution .It is surprising that this progress reached its peak in the era of unpercedented technical breakthroughs and achievements,And the intensity of the connection between science and production in all its meanings ,then the integration and integration into communication processes ,and with the help of new data we have become a reality living with the characteristics of a new era ,of which information is the most important pillar,and it is also considered wealth and an essential aid in progress and civilizational construction in various aspects of life and a strategic resource.

However,its importance is no less than the rest of the other resources ,and there are many developing countries ,especially Arab countries, that have begun to enter the field of information ,and have not hesitated to Giving it priority after realizing the danger of continuing to make critical decisions and formulating the necessary policies in the absence ,or lack of clarity and credibility of information, and keeping it in a state of lack of information it needs ,which prevents it from being able to create and achieve comprehensive development that keeps pace with the developments happening around it,began to find in the information available to it an essential factor in supporting its development efforts and improving the effectiveness and efficiency of public policy in various fields , especially after the increased interest in the subject of public policies after World War II,when the focus began on the concept of public policy as a vital response to various immediate problems.And the potential in the future through specific programs and goals, in addition to the need to pay attention to how to clarify them and speculate on their meanings and methods of implementing them,in order to accommodate the increasing growth in the volume of services required and the necessity of providing them.which mainly relate to issues that serve human life topics such as : health ,water,education ,politics ,environmental and energy protection ,combating poverty,and minority rights.

The impact and strength of public policies depends on the availability, suitability ,truthfulness and accuracy of information in terms of the source,which are determinants that political leaders and all representatives of public policy infer when they formulate them ,especially from the side of promoting the mechanisms and systems of institutional structural formation and Preparing the scientific elements for development and modernization .The public policy produced and implemented by the political system is characterized by its comprehensiveness and penetration of influence ,which includes all aspects of society's life .Public policy making is primarily a political practice and is characterized by complexity and ...The intertwining and variation in their nature and procedures from one country to another depending on the political system and the tasks of governmental and non -governmental agencies in each of them ,and reviewing policy decisions is classified within the field of public policy analysis ,which represents a methodological framework that facilitates the decision -maker's choice of the best alternative to solve an important public problem based on This involves using rational scientific methods.

Taking into account the above ,we will address in our research paper an attempt to identify how information is used in drawing up public policy and decision -making by raising the following

problem :How is information used in drawing up public policy and in decision-making ? To answer the previous problem, we will address the following points:

The first axis :information

The second axis: decision making

The third axis: Public policy

1-Information

1-1The concept of information :

The studies that focused on the information varied ,as a discrepancy emerged between the opinions of researchers and specialists regarding defining a unified ,comprehensive concept of information due to its connection to several fields such as bibliography ,engineering ,and politics .For example ,engineering scientists define it as: communications and mathematics, and from their point of view it is the data that has been subjected to processing and analysis .And interpretation in order to extract comparisons ,indicators ,and relationships that link facts ,ideas ,and phenomena to each other.¹

As for bibliographers, they call them facts and data .They are data organized and presented in a way that makes them meaningful to the individual who receives them ,and adds to the knowledge he has about a specific event ,phenomenon ,or field .The information benefits the user with something that he does not know or cannot expect²

As for political scientists,they see it as the basis for the survival of the state entity ,as they give the security and information services priority, like other sectors ,because of their connection to the security of the state. ³

It should be noted that the information may be official ,issued by authorized bodies ,or informal ,that is , through experiences ,observations,expertise,and personal perceptions,through attention to the cognitive abilities of policy makers and decision makers, through their experiences and expertise in dealing with situations and events,and through ...Their experience ,understanding ,and cleverness that emerge through linking various information and data to reach the right idea and decision. ⁴

Terminologically ,and through the theoretical heritage around the same concept, information is the actual or tangible transformation of the cognitive processes that take place in the mind of the individual.It is the totality of sensations and perceptions that were stored and were shown in a specific way after being modified and processed.⁵

¹- Abbassen Zahia, Sources of Information in Public Policy Making ,Journal of Humanities and Social Sciences, Issue 5, 2015, p 36.

²-Ibid, p 36.

³-Ibid, p 37.

⁴- Abbassen Zahia, op. cit. p37.

⁵ -Ben Zadri Maryam,Bendaoud Larbi ,The Role of Information in The Political Decision-Making Process, Algerian Journal of Human Sciences, Issue2,2019,p 69.

Pateron sees information as an element of a system that can be transmitted via a signal or set of signals While Rax defined information as follows: 'Information is the result of signals and data (data) ,the latter of which is not transformed into information except through a model of translation consisting of the experiences of a person or a group of his scientific and practical knowledge stored in his memory".⁶

Whereas,according to Nabil Ali : Information is a means or mediator for obtaining knowledge and acquiring it within the framework of a group of other means such as intuition,guesswork,actual practice ,and sound judgment .In the same context ,Alvin Toffler spoke in his book (The Transformation of Power),where he brought the idea of whoever owns the information owns the world ,as the criterion of power shifted to whoever owns the information.⁷

Toffler talks about civilizational eras in which he focuses on the information age that began a long time ago ,and he talks about the responsibility of the owners of the information and those who carry it,and he also talks about what happens to the information in terms of leaking and withholding of it ,and in confirmation of this he refers to the process of making decision that are based on The basis for processing information by specialists.⁸

For Toffler ,"information equals power",and for Harbert Chillard ,it is the manipulation of minds.

As for Dr.Imad Abdel Wahab Al-Sabbagh,he says:"If we want to give a definition of information ,we must clarify the relationship between data , information,knowledge ,and learning ,as he considered information to be what ,we obtain after processing the data in a way that increases the level of knowledge of those who obtain it,and It is of value and importance in decision -making.⁹

1-2 Sources of information for the decision maker:

The basis and source of the information is an integral part of its value ,and this is a natural matter that we cannot hide or ignore when carrying out the process of estimating and controlling the information. If the sources of the decision maker are many , branching ,and close together ,then classifying them is somewhat difficult because they, Are also many Sources...

These difficulties should not create a barrier in trying to find a classification that is not linked to information collection devices as much as it is linked to the functions of the sectors with which the political system interacts.¹⁰

Among the most important and first approved classifications of sources of information ,the primary ones lead us the division according to official and unofficial sources¹¹.

⁶ -Zaghnov Abd El Ghani, Adimi Ahmed, Journal Information And its Importance In The Information Society, Journal Of Human Research And Studies ,Issue 9, 2004, p152.

⁷- Ibid, p152.

⁸- Ibid ,p152.

⁹-Ibid, p152.

¹⁰-Tamar Youssef The Importance of Information in Political Decision Making, Algerian Journal of Communication,, Volume9, Issue 18, 2004, p 67 .

¹¹-Ibid ,p 67.

1-2-1 Official information :

It consists of source known to both the public and private ,such as constitutions ,laws ,legislation ,instructions ,decrees,etc .¹²

1-2-2 Unofficial information :

The information obtained from them is from unofficial sources and is often subject to doubts ,meaning it is not of a high degree of validity or credibility It may be from websites ,people,etc Sometimes information from unofficial sources spreads rumors and false news due to the large number of interpretations .And false predictions and estimates of some events that are based on previous experiences and experiments , which require caution and caution in dealing with them because in the end they remain unofficial .¹³

1-3 Characteristics of the information :

The most important characteristics that characterize the information can be summarized as follows:

a-Accuracy : meaning that the information is specific ,clear, free of errors ,and based on facts

b-Timing :The timeliness of the information for the decision maker ,which ensures that it can be used when needed

c-Clarity : it relates to the degree to which the information is free from ambiguity ,so that it is smooth and understandable to the user

d-Flexibility: That is, the information must be adaptable to meet the diverse needs of all beneficiaries

e- Comprehensiveness:The information must be comprehensive of all the requirements and inclinations of the beneficiary and must be complete without unimportant details or abbreviations that lose their meaning

f-Appropriateness: it means the necessity of a close relationship between the information and the goals for which it is prepared ,or the degree of relevance of the information to the user's potential requirements.

g-Completeness of information : Information should be sufficient because its incompleteness makes it unfit to reach the desired goal

h-Measurability: This means the possibility of quantitatively measuring the official information resulting from the official information system .¹⁴

i-Format: i.e The image in which the information is presented .The information may be brief or detailed

¹²- Sherifa Raziouk ,The Role of Information in Rationalizing Decision Making During Crises In The Economic Institution, University of Algiers 3, 2020, p48.

¹³-Ibid ,p48.

¹⁴-Ben Saed Yamina, Communication And Information Systems,University of Algiers 3 ,2022,p23.

j-Impartiality : that is, not changing the content of the information in a way that makes it affect the beneficiary , or amending the information so that it is consistent with the endeavors or desires of the beneficiaries

k-Reviewability: That is ,the information should be able to be reprocessed and searched in the event of a dispute between its users¹⁵.

2-Decision making

1-2The concept of decision-making :

has gained exceptional importance in various fields and administrative activities ,as it effect tively helps in enanling the organization to continue various activities in organization and management with high efficiency and accuracy,especially since the decision is linked to the future and the process of future foresight depends mainly on the management 's ability to investigatev ,Data is then collected and analyzed in the form of information,leading to its accumulation and the creation of knowledge throught it

On the other hand ,we can say that every action is preceded by a decision,and at the organization level we notice that there are those who define the decision as an action that is not linked to resources and is not reversible,because it is not possible in practice ,or it is too costly to retreat to the point before the decision is made ¹⁶

So the process of formulating the decision begins with collecting data, processing it ,and drawing conclusions after comparing them. We look for the type of information that was approved and based on it we build theProcessing it, and drawing conclusions after comparing them .we look for the type of information that was approved and based on it we build the decision.Therefore,we can define the décision-making process as:This is the known choice between the proposals presented in a specific situation ,or it is the comparison between alternative solutions to confront a specific problem ,and chooising the appropriate solution from among the proposed solution ¹⁷.

2-2 Nature of the decision making process:

There is no doubt that in any human entity , individual ,group,or organization,there is a set of goals that are worked to achieve,and when contemplating the details or details of any effort towards the goals ,we can definitely say that this endeavor is' in reality ,more than just a successive series of a set of goals . Decision may differ in their level and type according to the situation that will be faced ,and this is what has prompted some to say that as long as a person'an individual, group ,or institution ,finds himself facing any situation that forces him to provide any answer,orany reaction to it,then in reality The matter finds itself before a decision process.This is what leads to saying that the process of making decisions is the essence of all life ,and when we look from a partial

¹⁵-Ibid, p24.

¹⁶- Abd Lila Manal, Qasimi Naser, Information Systems And Their Role in Improving the Decision Making Process in the Algerian, University of Blida 2, p305.

¹⁷- Ibid p305.

perspective at the level of the administrative organization, the administrative decision becomes the core of life and the administrative process. and it as a term expresses the theoretical framework of the required administrative life.¹⁸

Herbert Simon believes that the administrative process is the basic foundation of administrative work and is not far from being a method of making decisions ,as from his point of view the work that takes place in any organization can be dismantled into a group of interconnected and interconnected decisions. In fact ,he sees that Management theory must focus on the decision-making process just as it focuses on management processes.Simon has shared a number of Management scholars in this view of decision- making¹⁹.

3-2 The importance of decision making:

The importance of decision making in the administrative aspect of the institution and within the framework of its administrative activities is that it is the most prominent and difficult situation that the individual ,the group, and the organization alike encounter Therefore ,the decision -making process was considered the basis of administrative work,and not taking the initiative in making decisions or taking random ,uninformed decisions.A well-thought-out approach will lead to the creation of a perpetuation of failure and excuses for performing the tasks and duties required to be accomplished in order to reach the set goals,not to mention the organization's exposure to crises and problems and thus It finds it difficult to continue on its path and curb the causes of growth ,stability and progress,especially in the context of intense competition and the conditions produced by globalization .²⁰

The decision-making process is considered the essence of the correct performance of various managers and in various administrative structures .It is related to the administrative functions of the organization,which are mainly represented in planning ,organizing ,motivating ,and controlling .Therefore,we can conclude that the success of these activities is more related to the extent of the importanceof the decisions taken to manage the various responsibilities and Administrative and organizational tasks ,including :As decision making includes all the processes within the organization. ²¹

4-2 Using information in decision making :

Information is the basis of the decision,and the success of the decision depends on the degree of validity and credibility of the information ,its accuracy ,the way it is arranged ,and the provision of privacy and security to it .This is a situation that may be encountered by a group of obstacles and problems,some of which concern the collision of data ,its contradiction ,its paucity,its lack of credibility ,or the lack of the ability to communicate .to it and obtain it from its original motives and sources ,as the sufficiency and richness of the available information increases and the more accurate it is in the way it presents and explains the facts

¹⁸- Marghani Belkacem, The Information System And its Role in Decision Making, Masters Thesis .University Of Ouargla, 2014, p44.

¹⁹-Ibid, p45.

²⁰-Mahmoud Hassan Al-Hawasi, Principles Of Modern Management Science, 2014,p40.

²¹- Ibid, p41.

related to the phenomenon .The subject of study ,the greater the ability to make and adopt correct and rational décisions.²²

Providing information in the appropriate quantity and type and for the decision maker to receive it the appropriate time is the backbone of decision making, as it is considered the basis for comparing between the proposed alternatives, refining them, and then adopting the most appropriate model among them .

Information is of great importance to the decision- making process, as it represents the main and primary inputs to it and is considered an essential factor in reducing the number of possible alternatives available to the decision- maker and then sorting out the optimal and closest alternatives in expectation of success²³.

5-2The importance of information in political decision -making :

According to the above definitions of décision -making,it has become clear the important role of information in this complex process because of its great dependence on the credibility, accuracy, and availability of information in a timely and sufficient manner ,and considering the political decision making process to be an organized process that takes place with the awareness of those responsible for it,and As it is the interface of the public policy followed ,it cannot take place in the event of a lack or unavailability of information in the required form,and this is what prompted many developed countries to establish special centers for collecting,storing and processing information and putting it into service whenever It was necessary ,and in the same context, these countries decided to train and create competencies with high skills in how to deal with information in order to serve their interests and what their internal and foreign policies are based on.²⁴

Those interested in this specialty are well aware of the importance of information in the decision -making process, which actually emerges from its influence -that is, the information -on how the person responsible for political decision -making perceives the situation or position he faces.

It should be noted here that the importance of information relates to the degree of its credibility, décision -making perceives the situation or position he faces.

It should be noted here that the importance of information relates to the degree of its credibility,accuracy ,seriousness ,and availability in order to help the decision maker be informed of all aspects of the situation or problem he faces and the necessary information specific to each case or problem at hand...²⁵

²²- Madahi Othman ,The Importance and Role Of Information In Decision Making, University of Blida 2, Journal of Administration and Development for Research and Studies, 2018, Issue 13, p240.

²³- Ibid, p240.

²⁴-Ben Zadri Meriem, Bendaoud Larbi, The Role of Information in The Political Decision Making Process, University of Constantine 2, Algerian Journal of Human Sciences,Volume 3, Issue 2, 2019 ,p75.

²⁵- Ibid, p76.

We point out here that we are looking to collect information according to certain systems so that it has value when referred to, and not collect information in a random way and present it to the decision maker, The information that is presented to the decision maker must have a relationship to the topic at hand and has not expired as necessary. It should cover the situation in all its aspects, and if the information presented to the decision maker does not meet the required conditions, its effect will be the opposite, as it may confuse the decision maker in that it is abundant and inaccurate, or by misleading in that it is incomplete and does not cover all aspects. Position or lack of clarity and credibility, or even its invalidity due to its lack of availability at the appropriate time

On the other hand, we must clarify that decision makers differ in terms of their understanding of the information provided to them, and this is due to the difference in the rate of perception and the method of understanding and assimilation, as it is a process that is subject to several subjective and objective factors specific to individuals. Each decision maker has his own experiences, each has his experience, and each has his ability to relate ... Relationships between various situations and topics. Therefore, we can conclude from the above that the more information is available regarding what the decision maker needs, is comprehensive, accurate, and comes at the right time, and the more the decision maker is familiar with all aspects of the problem or situation at hand, and the more his skill and experience increased in linking the various elements of the problem, and the more he served the public good, the closer the political decision was to the right one.²⁶

3-Public policy

1-3 The concept of public policy :

A number of Arab and foreign researchers and thinkers have presented a variety of definitions of public policy, but most of them agree on the following aspects: Public policy reflects a deal of coordination and cooperation between the various state agencies, whether they are official, namely the legislative, executive, and judicial authorities, or informal, represented by informal organizations such as unions, relevant organizations, and civil society organizations. Public policy is considered every action taken by the government, or in other words the sum of the strategic and administrative decisions taken by public authorities to solve the problems occurring in society in multiple fields, economically, socially, culturally, and internationally²⁷.

2-3 The concept of public policy from the perspective of the exercise of power:

In their definition of the concept of public policy, the proponents of this trend refer to the meaning of power, which means the ability of a particular person to influence groups, individuals, decision, and the course of events

²⁶- Ibid, p77.

²⁷- Abbassen Zahia op. cit, p 37.

The latter is distinguished from others because of his possession of a group of the most important recognized sources of power represented in: Money, position, personality.²⁸

Harold Lasswell defined public policy as who is permitted to do what And when? And how? Through activities related to the distribution of resources, gains, values, and advantages, both material and moral, and sharing jobs and social status through the exercise of power or control, and influence among members of society by those controlling the sources of power

As some have defined it in terms of influencing others, Max Weber defines power as the possibility of a person in a social relationship carrying out his desires, despite the resistance of some parties, regardless of the basis on which this possibility is based. One of the most prominent definitions that followed this approach is The definition is provided by Dahl, where he says: (Power is the ability to make another person do something that he would not have done otherwise).²⁹

This logic was also expanded upon by Mark Lindbner Maine Croci, which is a pragmatic logic that is subject to the processes of give and take and bargaining, and also has dynamic features for exchange, bargaining, and expression of who is permitted to do what? And when? and how? As for what do I want? Who owns it? And how can I get it?

The perspective of power explains the possibility of the elite in obtaining important principles by influencing the power of others in society and that public policy can be a reflection of the views or will of those with power and influence who control the axes of the political organization and the activities of its various institutions.³⁰

3-3 The concept of public policy from a systems analysis perspective:

The idea of order is based on the concept of boundaries as a basis for distinguishing between different social systems by defining the elements and variables of each system and the nature of its activity. When talking about political, economic, or social systems, which include ecosystem variables, functions, roles, inputs, outputs, and response. The recovery process, values and goals, and these variables represent the basic concepts on which the regulatory framework is based.³¹

Through the previous definitions, public policy from the perspective of systems analysis is considered a result of the political system, affected by many factors and variables existing in society.

³²

Public policy should be compatible with the needs of society according to internal and external factors and variables. Public policy will not be efficient unless it takes into account the environmental conditions surrounding it

²⁸- Mohamed Yado, The Role of the National Information System in Economic Policy Making, PhD Thesis, University of Algiers 3, 2011, p5.

²⁹- Ibid, p5.

³⁰- Ibid, p6.

³¹- Atallah Khaled, The Role of Planning in Formulating General Policy for Economic Development, Master's Thesis, University of Constantine 3, 2012, p16.

³²- Ibid, p17.

Despite the many criticisms directed at this perspective, it remains one of the most important perspectives in political analysis (which gave a concept of public policy according to the interaction within the political system).³³

4-3 The concept of public policy from the institutional (governmental) perspective:

The government is referred to as an authority that exercises sovereignty in the state for the purpose of maintaining order and arranging matters internally and externally, in addition to being an organizational structure consisting of agencies and institutions whose mission is to establish and activate the legal foundations, in addition to being considered the focus of the decision-making process and drawing up public policies.³⁴

That is, the black box, as described by Easton, which determines how the relationship between legislation implementation and the judiciary harmonizes. According to these data, there is the possibility of looking at public policy through it being a practice that represents the process of decision-making and policy-making within government agencies in order to preserve its organizational structure. According to this diverse perspective that understands the nature of government in terms of its specifications and features, several definitions have been generated that indicate public policy in terms of it being an organizational process required by the institutional nature of government and its relationship with the external environment with all its contents.³⁵

From this standpoint, Henry Tunney defined public policy as: those means adopted by the government in order to bring about certain changes within the social system of the state. This definition explained the technical aspects of public policy as a dynamic, automated process, that is, those methods used by the government are what led to formulate public policy and direct it in a specific manner to create resonance within the environment.³⁶

5-3 Public policy objectives:

Public policy represents the basic basis for government action through which the true trends and methods of the state in bringing about change or preventing or restricting it appear and are distinguished. Public policy aims to achieve a set of goals, the most important of which are:

-Activating the correct scientific method in studying public policy issues, politics is addressed. The public, through the extent of its ability to employ scientific knowledge and understanding data, is to understand the causes and consequences of any public policy decision taken, know its roots, understand its interactions, and how to develop its tasks and effects.³⁷

Scientific logic in dealing with issues and events is a basic starting point. In establishing a correct balance to link the influencing and affected variables, and accordingly, public policies aim to

³³-Ibid, p18.

³⁴-Ahmed Tailb, 'The Role of Information in Drawing Public Policy in Algeria', Master's Thesis, Ben Youssef Ben Khadda University, Algeria, 2007, p 9.

³⁵-Ibid, p9.

³⁶-Ibid, p10.

³⁷-Muthana Faeq Al Marai, Farah Dhia Al Mobarak, Public Policies and Local Governments, University House for Printing Publishing and Translation, Baghdad, 2020, p35.

achieve an important goal of establishing the scientific and practical methodology based on understanding the complementary interconnectedness of the political, social and economic system, and cultural, and others, based on a broad base of necessary information, which in turn contributes to analyzing the dimensions of societal problems.³⁸

From here, there was a growing interest in using quantitative and qualitative analysis tools, not to mention the use of comparative and preventive methods, brainstorming, the Delphi method and others and relying on concepts such as: efficiency effectiveness public

-Establishing intellectual frameworks, settling ideas, and defining scientific methods that achieve development and sustainable development, knowing that the latter (sustainable development) is a process of change in which the exploitation of resources, the direction of investments, the direction of technological development, and institutional change are also in a state of consistency and conformity.³⁹

It works on the possibility of enhancing the present and future to meet human needs and goals

-Public policy aims to find appropriate solutions to existing or potential societal problems in the future within cognitive and scientific frameworks in the presence of specialized people, and within the limits of a framework that secures the will of society, preserves the rights of the individual and the group and achieves integration and organic blending between political and political systems. The social and cultural aspects that determine the state's identity and its environmental components.⁴⁰

6-3 Using information through political marketing:

The political exploitation of information through political marketing and attracting public opinion is widely accepted in developing countries, due to the lack of awareness among citizens and the lack of a democratic culture. This is what doubles the strengthening of the authority in employing information through these methods, and here the political exploitation of information applies. The latter's path is based on what Lasswell said: Knowledge is power. Given the close interrelation between the political and communication process, political marketing is considered one of the new methods used by public policy makers in marketing their ideas and opinions. Their views, especially in democratic countries that are open to public opinion.⁴¹

The process of political recruitment through these methods means focusing on the communication movement. In other words, it is mandatory to inform the ruler and the ruled before demanding support and following. The basis and essence of participation allows for the provision of information and the element of debate and discussion in it.⁴²

³⁸- Ibid, p35.

³⁹- Ibid, p35.

⁴⁰- Ibid, p35.

⁴¹-Ahmed Tailb, op. cit, p198.

⁴²- Ibid, p199.

Therefore, we can say : Those in charge of public policy are required ,by virtue of their positions and knowledge ,to use all permissible legal methods to employ information in making public policy by using innovative methods according to the nature of the political system, such as political marketing and control of communication.⁴³

Study results

Making public policy is not an easy matter. Rather it is a thorny and vital process that requires the presence of abundant information, the correct absorption of messages and instructions ;and their deep understanding and analysis by decision makers. Therefore it must be liberated from the rule of bureaucracy towards specialized ;institutional technocratic work and mobilization ;The role of executive political officials and the valuable contributions they make on the other hand the level necessary to employ information in making public policy and meeting the needs of decision makers is what requires the presence of a modern basic information infrastructure that includes its components: These needs meet the required effectiveness and efficiency :which necessitates the development of the national information system for the purpose of coordinating between information centers in various sectors within an integrated network through which information and data are provided to help in the preparation and implementation of policies, plans and programs and follow-up evaluation in various fields in a way that raises Efficiency and effectiveness in performance.

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⁴³- Ibid, p200.

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