Abstract
The notion of Public is one of the main concepts in Public Relations. In this article, we analyse the concept and the nature of Publics within the Public Relations field. For this, our starting point is the concept of Relationship, and we use the Theory of Stakeholders and the Theories of Social Interaction. These theories facilitate the explanation of the relationships between the organisation and the publics. Relationships between the people and the organization will generate specific interests in each public. The function of Public Relations will consist of identifying the relationships and analysing which are the interests that develop between publics and organization.

Keywords
Public Relations, publics, relationship, interaction, stakeholders.