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Public Relations Practitioners' Ethics in Government Agencies and their Relationship to their Professional Performance: The Ministry of Health as a Model

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Abstract

The main objectives of this study are:

- Knowing the effectiveness of honor charters and the ethics of the public relations practitioners in the Ministry of Health.
- Identify the factors affecting the formation of ethical decisions for public relations practitioners in the Ministry of Health.
- Disclosing the most important ethical and professional qualities that must be met by public relations practitioners in the Ministry of Health.
- The research methodology is:** The study belongs to the descriptive research, which relies on the sample survey method for public relations practitioners.
- The sample of the study:** The study relied on a simple random sample of public relations practitioners in some hospitals and health centers affiliated with the Ministry of Health in Al-Madinah Al-Munawara, whose strength was (50) members of male and female public relations practitioners.
- **Main results:**
 - 1- The results of the study showed the extent of the existence of charters that define the work ethics of the public relations official in the hospital or health center, as it reached (permanently) 78% of the total items of the study sample.
 - 2- The results of the study showed the extent of the hospital or health center's interest in compelling the work of the ethical charters that define the work of the public relations official from their point of view, as it reached (to a large extent) 52% of the total items of the study sample.
 - 3- The results of the study showed the effectiveness of ethical codes of honor in raising the level of performance of the public relations official from their point of view, as it reached (to a large extent) 32% of the total items of the study sample.

Keywords: Ethical charters of Public Relations, Ethics of Public Relations Practice, Professional Performance of Public Relations Practitioners.