

# Journal



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## research Middle East

Journal of Public Relations Research Middle East

Scientific refereed Journal - published by Egyptian Public Relations Association - First issue - October / December 2013

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The journal is affiliated to the Egyptian Public Relations Association, the first Egyptian specialized scientific association in public relations.

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## **Social responsibility of public relations**

### **An analytical study for websites of the institutions of communications sector working in Egypt**

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#### **Abstract**

The problem of the study can be identified that the ethics of work in organizations indicate that the ethics of the management and work are almost the difficult and important issue in the organizations that are related to the social performance which in turn gives an important indication to the response of the organizations and the work of socially responsible they accomplish for their employees. as well as keeping up with the emergence of serious research movement yielded several specialized studies in the field of social responsibility and the ethics of professional practice of public relations which deserve to be placed in the focus of attention, analysis of their content and demonstrating the uniqueness, similarities and differences among them and evaluating their research topics leading to the conceptualization of future media studies specialized in the social responsibility and ethics of professional practice in public relations.

#### **The following questions of the research can be problem can be set forth:**

- 1- Does the social responsibility fall upon the public within the ethical dimension of the work in the searched organizations?
- 2- Is there an attention to identified dimensions of social responsibility in the analysis sample to the sites of the institutions working in the telecom sector ?

The current research is a modest contribution linking between the social responsibility of public relations towards the community and the ethics of the practice through analyzing the sites of telecommunications sector institutions working in Egypt on the Internet. Accordingly, every organization of any kind, size and work environment must be attentive to the ethical aspects and social responsibility as this field is considered a field of interest especially towards those individuals working in these organizations and society.

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 - Founder & Chair of EPRA , Journal of Public Relations Research Middle East.  
 - CEO of Al-Arabia Public Relation Agency.

**The study aimed to identify the social responsibility of the public relations and the practice ethics of the institutions working in the telecommunications sector in Egypt. the objectives of the research can be formulated as follows:**

- Provide theoretical points of researched organizations about the concept of social responsibility and practice ethics of public relations .
- Analyzing the sites of the telecom sector working to clarify the extent of commitment to social responsibility and practice ethics of the profession.
- Recognize the reality of public relations practices in government and private institutions.
- Identify the extent of compliance with the standards of practice ethics of public relations of government and private sector.

The current study is considered one of the descriptive studies using the survey method used in social and media research. the sample of geographic community included an intentional sample from government, private and international organizations working in Egypt, they are four (4) organizations working in the field of communications and competing with each other to provide mobile phone services and communication to the Egyptian people, they are namely: Egyptian Company for Mobile Services (Mobinil), Egypt (Vodafone) company, the Egypt (Etisalat) company and the telecom Egypt company.

The researcher used the method of analyzing the qualitative content as a means in the current study.

**Among the most important results :**

- The activities of social responsibility varied in the sites of : (Mobinil - Etisalat - Vodafone - Telecom Egypt) of health, social, environmental and academic services as well as taking care of national events, supporting civil society institutions and Community associations, enlightenment of diseases and ways to protect them in the site of : (Mobinil).
- The activities of the social responsibility of the organization shows the compliance with a number of criteria related to respect and responsibility towards the (employees) within the organization and (community members) who represent the external environment as well as protecting the environment by the adjustment between the product provided by the organization to the community with the environment, supporting the community and contribution to the well-being through social initiatives and projects provided as a service to the community .
- For the researcher, it was not clear through the analysis of sites of the study sample if there are links about the professional practice ethics as the concept



of professional practice ethics limited to mention the use of the site and the responsibility to use.

- The social responsibility is fallen upon towards the public within the ethical dimension of the surveyed organizations .the sites as samples have focused on showing the activities of the social responsibility of surveyed organizations and unexpectedly, the researcher observed that all commercial services sites (Mobinil - Vodafone - Contacts - Telecom Egypt ) included special links of the activities of social responsibility of the organization. This result is consistent with the study of (Wahiba Mokadem - 2011),the study of (John L. Campbell - 2004) and is not consistent with the study of (Khayrat Ayyad – 2009).
- The sites of analysis sample addressed varied categories of the people according to the activity of each organization although they all addressed all the public of age groups and levels in general especially the in the sites of commercial organizations that that address the various groups of the public who deal with mobile phone services and telecommunications.

The researcher recommends with the necessity for the organizations to give attention to the dimensions of the social responsibility and the dimensions of profession ethics within the framework of the organization's culture and establishing specialized units for social responsibility in the organization in general and towards the employees in particular.

He recommends with the necessity for the organization to observe applying the rules related to the work ethics, adjusting the negative behaviors of employees as leaking information, application of fair procedures to implement the laws and regulations of their own and preserve the rights of workers especially their standing, reputation and loyalty to the organization as it is a part of the community

