

Journal



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Ph.D. candidate - Faculty of mass communication - Cairo University

Address

Egyptian Public Relations Association

Arab Republic of Egypt
Giza - Dokki

Ben Elsarayat - 2 Ahmed Zayat Street

Mobile: +201141514157

Tel : +2237620818

www.epra.org.eg

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Egyptian Public Relations Association, Gizza, Egypt
Dokki, Ben Elsarayat -2 Ahmed Elzayat St.

Email: chairman@epra.org.eg - jpr@epra.org.eg

Web: www.epra.org.eg

Phone: (+2) 0114 -15 -14 -157 - (+2) 0114 -15 -14 -151 - (+2) 02-376-20 -818

The role of the public relations department of internal crises management in Egyptian ministries”Afield study”

Dr. Magda Abd El- Monem Makhoulf

Lecture of public relations and advertising
Higher Institute for Media and Communication Arts
City of culture and science October 6.

Abstract:

The main aim of this study is to assess the role of public relations department in management of the internal crisis in some of Egyptian ministries, and the extent of its success in this role through its cooperation with the internal and external audience and providing information to the media, which aims to explain the official and institutional procedures to solve the crisis.

The study belong to quantitative descriptive studies to obtain all information about the role of the public relations department in internal crises management in Egyptian ministries to know the relations between its variables and the degree and direction of these relations and their impact on the terms of the communication phenomenon.

The researcher depended in the collection of data on a questionnaire which was applied to a sample of deliberate public relations employees in Egyptian ministries(Transportation, oil, Supplies, electricity, and labor force) by fifteen researched employees from each ministry of former ministries.

The results of the study:-

1. The increased dependence of use of modern communication techniques, as it became one of the professional requirements for the PR employees in Egyptian ministries, PR employees are keen in using modern communication technology in the support of various communications in the ministry, institution or facility.
2. Nomenclatures of the members of the Crisis Management Team differ from a ministry to another (the more used nomenclature is the Information Office, and the spokesman of the group, then information and public relations team, and the crisis management team, and finally the crisis management experts).
3. The image of PR workers in different Egyptian ministries in crisis management, looking for its causes and factors affecting it aiming at finding available practical solutions provided by crisis experts and specialists.
4. Decline in dependence on the preventive planning approach in crisis management which was observed in the answers of public relations workers in the Egyptian ministries which indicates -at least partially- to

reconsider the crisis management in the Egyptian ministries within this study.

5. Crisis management procedures are based on scientific Crisis Management steps.
6. Deficiencies in the crisis management in the Egyptian ministries are failure to provide trained team, lack of planning, lack of a prior plan to crisis management , and sluggish response to control the crisis.