



Kingdom of Saudi Arabia
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Applications of the Advisory Function of Public Relations in the Private Sector in Saudi Arabia

***A Field Descriptive Study on the Largest 100
Companies in the Kingdom***

**A Thesis submitted in fulfillment of the requirements for
the Masters Degree in Mass Media**

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Thesis ABSTRACT

The thesis describes and analyzes the applications of the advisory function of public relations in the private sector in Saudi Arabia, where the importance and impact of this function is highlighted on the work of contemporary organizations. It further focuses on the importance of monitoring the extent to which the nature of the advisory function of public relations at these organizations is clear, along with the identification of factors affecting the performance of this function. In addition to identification of the nature of the contributions of the advisory function to the achievement of the objectives of public relations departments in the private sector; as well as soliciting the views of the leaders of the private sector in the Kingdom towards such function in such organizations in terms of its importance and duties; in addition to the situation of its application in the private sector your kingdom.

To reach those goals, the researcher divides his study to an introduction, a theoretical part consists of three sections, and a practical part including four sections.

In the introduction, the researcher gives an introductory account for the topic of the advisory function of public relations, and the study problem, which include identification of the specialized advisory tasks in the areas of information and communication which are carried out by the Public Relations Department for the top management at organizations, and the factors influencing the performance of these tasks while soliciting the views of leaders of private sector organizations in the Kingdom towards the situation of the applications of the advisory functions of public relations. It also includes the study's objectives, relevance, and previous studies which dealt with the topic in one way or another, as well as it defines the terms of the study.

The theoretical part comprise three sections, the first of which deals with the concept of the advisory function of public relations and its importance and duties where the researcher attempted to reach a special concept of that function and its specific tasks.

The second section addresses the factors affecting the effective functioning of public relations in fulfilling the advisory function, where the researcher has divided these factors to internal factors and external factors. Researcher allocates the third section for the development of the professional performance of public relations in Saudi Arabia, from its origin, evolution and main features of such development.

The practical part of the study, comprising the four sections at the beginning of which the researcher embarks on clarifying the methodological procedures for the field analytical study, which was as follows:

1. Research questionnaire for the public relations officials in the private sector in the Kingdom of Saudi Arabia in order to identify the extent of the clarity of the nature of the advisory function and the regulatory and professional context for practicing it, and the nature of its contribution to the realization of the public relations departments' objectives and functions in such organizations.
2. Questionnaire for the leaders of the top management in the private sector, being sample of the study, to measure their views toward the advisory function of public relations in terms of their importance and role they play, in addition to the status of its application in the private sector in the Kingdom.

The analytical study has been conducted on fifty (50) organization using a random sample from amongst the largest (100) organizations in Saudi Arabia, according to the annual list issued by the Saudi Research and Publishing Company for the year 2004; and in accordance with the prescribed number of the study sample items in the approved plan of study, and considering the nature of the study, the research has been conducted on fifty (50) of the leaders of those organizations as well as fifty (50) of the public relations officials in those organization.

The researcher has been keen to make available for this study a combination of tools that increase the scientific value and credibility in accurately diagnosing of applications of the advisory function of public relations in the largest (100) companies from the private sector in the Kingdom through the researcher's keenness in taking advantage of all the past scientific efforts on the subject of the advisory function of public relations and its advisory functions and the status of their applications. In addition to identifying the problem and its causes, and then subjecting it to study and analysis aiming at making this study complementary to previous studies in this area and an addition to them. Therefore, the researcher catered for the study questionnaires and their comprehensiveness, integration, and accuracy of their review to be an effective tool for collecting field and analytical information.

The researcher has linked the findings derived from the field and analytical study to the theoretical study at the stage of presenting the findings to see the extent of applications of advisory function of public relations in the private sector in Saudi Arabia. The researcher has also been keen that the recommendations derived from the findings of the study be practical and feasible for application.

The study sections of the practical study are as follows:

- Section I: Procedures for the field study and characteristics of its sample
- Section II: situation of applications of the advisory function of public relations in the private sector in the Kingdom

- Section II: the views of the leaders of private sector organizations in the Kingdom on the applications of the advisory function of public relations.
- Section IV: Analysis and discussion of the findings and recommendations of the study. □