

ABSTRACT

RESEARCH PAPER: A study of Public Relations Practices at King Saud University, Riyadh, Saudi Arabia

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DATE: May 2013

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Over the course of the last quarter century, public relations practices in Saudi Arabia have been ambiguous to practitioners outside of the industry. Although there are an increasing number of public relations practitioners and agencies in the Middle Eastern country, their practices usually consist of organizing conferences and sending press releases to as many media outlets as possible in order to satisfy clients.

This study presents a comprehensive overview in public relations practices and models at King Saud University. By conducting a survey of public relations practitioners working at the university, the researcher will attempt to identify the public relations models and practices. Ultimately, after determining the practices and models, this endeavor will help shed light on a relatively unknown topic, and help its development in the future.