

ABSTRACT

CREATIVE PROJECT: An Investigation Into Whether The Public Relations Society of America's Code of Ethics Standards Are Being Met In Saudi Arabia

STUDENT: Ahmed Aljasir

DEGREE: Master of Arts

COLLEGE: Communication, Information, and Media

DATE: May, 2016

PAGES: 168

The significance of ethical codes and standards in public relations (PR) cannot be overlooked. Codes and ethics or standard practice governs the execution of the PR practice. In this manner, practitioners are made to be honest and loyal when presenting any information relating to their client or audience. Public Relations Society of America (PRSA), which has its headquarters in the U.S., is the principal organization in charge of developing Codes of Ethics in the world. PRSA is also responsible for the registration and regulation of activities executed by other PR professional organizations. This paper investigated whether the standards provided by PRSA are met in Saudi Arabia or not. It employed a quantitative method with particular regard to the information on the occurrence of variables. Data collection was achieved using Internet-based surveys in public relations institutions, such as Qualtrics -- an online survey instrument. A content analysis approach was used to analyze the collected data. From all collected data, this project proposed a training program on PR ethics, an application for Smart Devices, as well as a college-level course on PR ethics, which could enhance the practice of public relations in Saudi Arabia.