The Excellence of Public Relations of Universities in Promoting the Social Responsibility

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Abstract: Public relations represent a unique way of promoting the organization, its services, or products, by promoting communication in the shared space. The purpose of the research is to describe the applicative role of public relations of the universities in enriching the social responsibility, respectively, to identify the perception of PR staff of that role. In this regard, the descriptive approach has been used, applying the questionnaire-based inquiry to a sample of 46 practitioners of PR in 13 Universities (3 Jordanian, 2 Iraqi, 2 Algerian, 2 Egyptian, 2 Emirate, 2 Libyan), which may allow us to formulate conclusions valid to such a process. The results have displayed that the distinguished reception and hospitality ceremonies has been one of the most issues that the public relations of universities try to achieve, followed by enriching the image of universities. The most ways followed by PRs to enhance social responsibility are" meetings and Conferences" and "Courses and Webinars". The "Trips" and "Interviews on media and broadcasting" has been one of the low used ways. Relating to achievements, it is appeared that "Holding conferences on future job prospects for graduates and possible opportunities" has been the most achievements of social responsibility by PRs of universities", but the studies and reports about social responsibility achieved and published" and university participation in civil society activities" have come at the low- level.

Keywords: Leak Detection, EPANET, Water Distribution Network, Pipeline.

1 Introduction

Public relations represent a strategic form of communication, which focuses on building a good relationship between an organization and other organizations or individuals. Public relations may represent a bridge towards change, a means for adjusting to the new advances triggered by change. The major challenge consists of identifying the most efficient ways of promoting communication among the universities.

The University aims to strengthen bridges of communication with all sectors of society and, official and non-official bodies. The role of the Public Relations is to coordinate between the university and the external bodies, receive visiting delegations and convey the mission and vision of the university. It is also one of the vital functions of the university to strengthen and strengthen the university's relationship with its internal and external audiences, and to consolidate the positive concepts of the university and create a good image of its scientific and social activities. The Public Relations coordinates and provides the internal activities of the University in cooperation with other departments, and public relations functions organize the university's participation in conferences, exhibitions, and internal and external workshops. Public relations activity will not stop at this point, and it is perhaps essential for public relations in the university to strengthen communication with other universities, as they are institutions that share tasks and goals and seek to build a coherent and educated society.

1.1 Problem statements

An organization, whether it has a dedicated PR department or not, has PR. Cutlip et al defined public relations as the management function that identifies, establishes, and maintains mutually beneficial relationships between an organization and its diverse audience in two-way communication upon which its success or failure depends[1]. Furthermore, Grunig & Huang suggest that public relations make organizations more effective by building relationships with strategic audiences and that relationship management has a more effective role within the organization by working on its broader and intangible assets to meet company value-enhancing goals[2]. Ledingham & Bruning went on to point out five important components of an organization's public courtship[3]: openness, trust, participation, investment, and commitment. In addition, they assumed that flirtation between the organization and the public has more than one component

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to the situation: professional, private, and network.

Hon & Grunig has added some other indications; Trust, commitment, local or community participation and reputation, through which public relations will be able to advance knowledge and establish awareness through recall and recognition[4]. The public relations practices of any organization are the main link between the organization and its public work as investigators of the organization. O-PR activities and functions can help universities to be effective in achieving their stated goals and objectives. Indeed, in this context, Grunig & Huang argue that public relations can help organizations be more effective by maintaining relationships with their audiences[2]. So, the main question that arises at this point is: What are the issues and sides that the public relations of universities are looking to attain? How?

1.2 The Importance

Public relations in universities represent the efficient means to promote relationships among academic bodies and the right way to reach the organization's goals.

1.3 The aims

The essential aim of this paper is to describe and analyze the applicative role of public relations of the universities in enriching the social responsibility and identify the issues that the public relations of universities have been trying to achieve.

1.4 Terminology of the research

*Public relations: is a communicative function that requires the implementation and management of an integrated communication process and includes a mixture of communication messages and strategies that have been adopted, with mixture of mass communication and organization's means of communication, and an understanding of the nature and characteristics of the target audience[5].
* University Public relations: is a PR that helps universities in their reaching goals, perception to the transparency affairs and accountability, recognize citizens' rights, identify responsibilities and duties of government, the proper manage of human beings to the work and the right human beings in criticize and compare programs and activities of the universities.

*Social responsibility: refers to organizations' decisions and activities that cover society's economic, legal, ethical, and discretionary expectations of organizations at any given time through stakeholder connections, crisis management, and ethical activities, served by public relations programs[6], [7]

*Excellence theory (ET): is a theory that used to enable public relations as an administrative function by proposing that the value of communication can be determined on four levels: Program, functional, organization, and societal one [8].

2   Review of the Literature

2.1 Excellence theory

Excellence theory (ET) proposes that the value of communication can be determined on four levels: Program level, functional level, organization level, and societal level. The program level is used to enable public relations as an administrative function, and the functional level is an integrated communication function that represents its own entity and is separate from other management functions including marketing, and the organizational level is the adoption of internal and external communications and building relationships on a two-way communication model, and finally the societal level realizes the impact on The public, and cannot be effective unless it is socially responsible[8]. Sledzik believes that Excellence Theory and the Four Grunge Models provide the ideal approach to PR - specifically the two-way symmetric model. He claims that it appears to be a "utopian model"[9]. Cooper also praised the model, considering it the best model that a public relations practitioner can use [10]. On the contrary, there are those who believe that privilege theory oversimplifies the audience and overemphasizes it[8]. According to Wakefield, recent studies have led to a model of global public relations of the first degree, as the contextual conditions that affect cross-border public relations have been identified with the following variables: Culture, language, activism, economic variables, political variables, media systems, and level of development[11].

In 2000, the Internet Commission CIPR (Chartered Institute of Public Relations) PRCA predicted the impact of the Internet on media and organizational communications. Its original creator. If an organization has a blog or a Facebook page and invites its audience for comments, it is a symmetric form of communication, but not necessarily in line with privilege theory, being symmetrical communication only if the organization participates, but it is unlikely to be a symmetrical relationship[8].

The theory of excellence is characterized by the fact that it views the audience as partners, and communication as a tool for building relationships[12], and not an end, and Botan & Taylor believes that the organization's view of the audience as participants makes it possible to agree on meanings Interpretations and common goals[13].

2.2 Public Relations

Public relations is a communicative function that requires the implementation and management of an

integrated communication process, supervised by practitioners who have frameworks of knowledge and personal skills, and includes a mixture of communication messages that reflect the communication strategies that have been adopted, and an integrated mixture of mass communication and organization's means of communication, and an understanding of the nature and characteristics of the target audience. This communication process must be bidirectional[5].

There are three aspects of public relations: Organizational, societal, and marketing. From a PR perspective, we may think of the societal approach as the broadest, the marketing approach as the narrow approach, and the organizational approach as taking a position in the middle [14]. Among the most important skills of public relations practitioners in language skills, writing and editing, public relations skill (meaning good dealing and behaving with the masses of different segments), technical and technical skills (design, publication, and publishing methods.), administrative skills, continuous training courses, and the skill of using Modern means of communication[15].

There are four levels to the main function of public relations in management: (a) Expert prescriber, who may advise the employer. (b) Facilitator of problem-solving, functioning as a facilitator in the problem-solving process, and a crisis leader, this type of job is essential. (c) Communication facilitator, serving as a link between institutions and the public, as well as a communication bridge and a medium or mediator in the event of a miscommunication. (d) Communication technician, offering and technical communications implementer[1].

Public relations are concerned with building a mutual understanding between an individual, an organization, or a country on the one hand, and certain groups of the public on the other. Public relations as an administrative and communication function is characterized by its ability to assist organizations in formulating their goals and working to achieve these goals, and then achieving a balance between the commercial goals of those institutions and their social responsibility, as well as assisting in the processes of change and continuous development in response to the external environment[5].

Several studies have indicated that building a positive mental image of the organization achieves many benefits, the most important of which are: increasing the loyalty of employees to the organization, increasing their production capabilities, increasing their commitment to achieving the organization's goals, strengthening the organization's ability to confront crises and problems, strengthening the organization's competitiveness, and its ability to attract Investments and human competencies[16].

The main aspect of public relations is the ability to provide a compelling message that consumers, government, the media, and the public can understand and follow. And during the pandemic we can see the importance of the right message! PR requires creative ideas and ideas that are communicated through classic and social media such as magazines, newspapers, television, radio, Instagram,

Twitter, and digital channels such as YouTube. It's also important to send the right message to the right place and people to enhance the brand. It is a tool for all types of businesses and sectors, the main purpose of which is to raise the profile of an organization or promote campaigns / initiatives. Today's digital communications drive public relations, and there are three key trends that will impact its future: social listening, digital storytelling, and real-time marketing[17].

There are four Public Relations models formulated by Grunig and Hunt in his Managing Public Relations 1984: press agentry/publicity, public information, two way asymmetric and two-way symmetric. In detail the models can be described as follows: (a) Press agentry/publicity: intended for the benefit of propaganda, one-way communication, so the message is often incomplete; (b) Public information: The main purpose is dissemination or dissemination of information. One-way communication, not necessarily in a persuasive way; (c) Two-way asymmetric: This model is intended for scientific persuasion. Communication two-way, with unbalanced effects; (d) Two way symmetric: This model aims to gain mutual understanding (mutual Understanding), while the communication is two-way with the effects balanced[18].

2.3 Social media and public relations

Public relations and the media are two crucial aspects of community informing that, when combined, may aid in the free flow of information as well as an organization's reputation and public confidence. Public relations should always be proactive in academic relationships and consistent with the media to maximize media potential and avoid relying solely on press encounters. Realizing it entails a better and more effective use of media power, subject to a reasonable and realistic engagement with media, which accounts for a significant portion of public relations and attempts to establish this connection.

Digital technologies have become strongly present in all areas of life, due to the huge growth in the number of users, in communicating and participating in the networks of personal and interactive relationships of the individual. They are tools employed through the PR practices of press releases, media groups or advertising, mastering editorial and publishing software, the areas of marketing, organizational communication, and academic work, engaging stakeholders and communicating content. Regarding organizational communications, several authors stress the need for greater consistency in communications, which is required in an increasingly information-crowded environment, and due to the multiplicity and complexity of communication channels available to organizations, including social media. This growing need for consistency is underpinned by the assumption that multiple, diverse, and consistent ways of communicating will lead to a more cohesive organizational image and reputation[19].

2.4 Public relations in the universities

"Public relations" has been widely described as 'the occupation responsible for the management of organisational relationships and reputation. It encompasses issues management, public affairs, corporate communications, stakeholder relations, risk communication and corporate social responsibility[20].

Public Relations PR is an energetic pressure this is gaining social and economic traction. The previous studies state that there are two key drivers of PR; Firstly, a well-established function of PR is to facilitate a 'conversation' with the public which 'builds relationships' and enhances popularity. In the newly marketised HE sector, with its attendant anxieties for management about emblem identification and competition, PR will become appealing because it claims to subtly promote an institution's pastimes whilst displacing the 'difficult sell' of marketing and advertising which more and more meets public suspicion. Secondly, PR's ascendancy in the HE sector may be attributed to its capability to stage and form kinds of opposition primarily based totally on the popularity this is principal to neoliberal capitalism. PR does now no longer honestly publicise positive factors of person universities – it uses the media to create and manipulate a hyper-visible stage on which universities vie to create extraordinary emblem identities, foster aggressive advantage, and goals to enhance reputational capital[21].

Universities, like most organizations, have a target audience. The audience as a target group for public relations is divided into internal and external. An internal audience is a group of people inside an organization, and an external audience is a group of people or people who are outside the organization and have an interest or problem with their relationship with the organization. Successful communication depends on a strong internal public relations program focused on building relationships, including delivering messages. Public relations activities at the university require an understanding of the details of the internal audience, especially the students. Students make up the largest proportion of the total internal audience of university institutions. It is important to understand that the message conveyed can be adapted to their condition[22].

Public relations in universities way to help in their reaching goals, perception to the transparency affairs and accountability, recognize citizens' rights, identify responsibilities and duties of government, the proper manage of human beings to the work and the right human beings in criticize and compare programs and activities of the universities. Public relations must be primarily based totally on thinking orientated, collaboration orientated, and facts orientated to efficiently make contributions to the effectiveness of the enterprise and with innovation and modernity, originality and creativity is always concerned and coincide themselves with traits and responding often to public opinion.

The important functions that university public relations must perform consist of two things, such as corrective functions. With this feature, public relations must be able to neutralize the negative opinions that arise in internal and external societies. The corrective feature prevents the university from doing what the organization can lose. In addition, it provides the information needed to make political decisions. University public relations can carry out a planned two-way communication process between the university and its public. Thanks to a cross-border approach, public relations can control communication in ways that build the interests of the two. In addition, it can reduce communication flow disruptions that normally lead to internal problems.

Concluding from Cutlip the universities face four problems in communication that is: (a) Insufficient funding support to run the role of a public institution in the wider community; (b) Competition to get a qualified student needs to be passionate and expensive; (c) Constraints and regulations make the college administration difficult and require cost; (d) Academic and ownership freedom is a challenge for internal stakeholders or external[1].

Public relations professionals hold special events, rallies, and parties to serve clients and promote their organizations and products. Media representatives are also invited to report. Organizations can draw attention to their activities by hosting special events such as press conferences, seminars, exhibitions, competitions, anniversaries, sponsorship, events, news, speeches, workshops, courses, training seminars, opening ceremonies, and multimedia presentations are important PR tactics. Written products such as annual reports, pamphlets, articles, company announcements and magazines are also produced by PR experts. Movies, slides and audio programs, video and audio cassettes are used as a means of public relations. Organizational identity materials can also be used as a PR tactic. Promotions are supported by logos, stationery, pamphlets, signs, business forms, business cards, buildings, uniforms, company cars and trucks[23].

2.5 Social responsibility

Social responsibility refers to "businessmen's decisions and activities done for causes that are at least somewhat outside the firm's immediate economic or technological interest," and it must be proportionate to their social responsibility[6]. Business's social responsibility covers society's economic, legal, ethical, and discretionary expectations of organizations at any given time. Organizational reputation, stakeholder connections, crisis management, and ethical activities, among other things, are all served by public relations and corporate social responsibility programs[7].

Clark analyzes what she sees as two independent fields to investigate the relationship between social

responsibility (SR) and public relations (PR). She believes that, while the link between corporate PR and SR isn't fully defined, both disciplines aim to improve the quality of an organization's interaction with key stakeholders. She emphasizes PR professionals' ability to scan the political, social, and historical environment to contribute to the formulation of SR programs. Furthermore, through SR activities and PR methods, both PR and CSR establish and foster organization-public interactions with key community groups and individuals[24].

Visser cites four reasons why developing nations should build a SR strategy that works for them: Firstly, developing countries' economies are rapidly expanding, making this a profitable market for businesses. Secondly, social, and environmental disasters in developing nations are often more severe than in rich countries. Thirdly, social, and environmental impacts can have a significant impact on developing countries because of globalization, economic growth, investment, and business activities; and fourthly, there is a distinct set of SR programs for developing countries that are fundamentally different from those in developed countries[25].

Because of their commonalities, academic research and practical application have frequently linked the two domains. Promoting philanthropic acts and relationship-building initiatives, acting as a role model for ethical standards, and disseminating the organization's CSR programs were among the other tasks listed. This shows that public relations play an active role in professional practice, but they also demonstrate the various approaches to incorporating public relations into CSR programs[7].

2.6 Social Responsibility in the universities

Studies on social responsibility have revealed peculiarities in the analysis of organizational dimensions in universities, demonstrating that social responsibility is concerned with students and administrative staff (AS) who want to be a part of or contribute to an institution with a strong reputation in social responsibility, and public and private universities face a variety of challenges and demands in developing social responsibility. There are few tools in place to encourage conversation and information openness. According to the findings, colleges in general are unable to effectively explain their social responsibility policies[26].

Tryma (2021) searched the students' opinions about the social responsibility executed through better training in higher education institutions (HEIs) in Ukraine through analyzing the materials posted through the university to check the speculation that students consider Ukrainian Mariupol State University to be a socially responsible university that cooperates with the local community.

According to Tryma, the Mariupol State University has robust ties with the local community and government and carries out its social mission. However, the social features of the university, in step with the college students,

are confined through teaching and studies activities. Few students do not forget the social responsibility (SR) of the college in a much broader context. The present-day universities in Ukraine carry out social features and attempt to emerge as sincerely civic universities to contribute to the improvement of the neighborhood groups in cooperation with different stakeholders. Nevertheless, university students as key stakeholders of college nevertheless do not forget the social responsibility of the university frequently aimed toward teaching and studies[27].

Universities play an important role in a rapidly changing, fragmented and vulnerable world. It is important that they remain relevant and evolve to meet new challenges. The importance of institutions that evolve with social expectations and values and focus on core tasks[28]. Society expects (HEIs) to meet their needs, a variety of public and private interests, and work with a variety of external stakeholders[29].

According to Calderón et al, the difficulty in conceptualizing social responsibility at the university stems from the choice of which ethical principles should drive the university's performance. In this context, social responsibility balances tensions between political liberalism (human rights) and economic liberalism (market overestimation), transforms itself and adapts to seemingly irreversible ones. This conflict was discussed in 1998 by the World Congress on Higher Education, which emphasized education as a social right. In 2009, the need to include aspects of commercial services was recognized[30].

With the emergence of various economic, social, and environmental issues, social responsibility (SR) is gaining more and more attention. Many universities seek to build a competitive advantage and improve their reputation by fulfilling their social responsibilities. By carrying out social responsibility, universities can contribute to social and economic development and create long-term opportunities for that development[31]. Therefore, universities are ready to provide better services and promote international development[32]. Given quality and fairness, universities need to actively cooperate for the public good[33].

Latif examined the positive effects of social responsibility on society, which provides a viable basis for defining utility functions[34]. Ventres believed that the university could transform consciousness into action, thereby improving the educational performance of individuals and their families[35]. Vallaeys et al. and Ramos-Monge et al. states four university impacts[36], [37]:

- Organizational Impact: Like other organizations, universities affect the lives of internal people (staff, professors, students) and have specific environmental impacts (waste, forests) associated with the implementation of campus operations. It brings about felling, transportation, pollution, etc..). Universities need to ask themselves how they realize their daily campus life.

- Educational Impact: It concerns the education-learning process and curriculum development. Universities need to ask what professionals they are producing and how education and training can be restructured to educate authorized citizens.
- Cognitive Impact: Includes everything related to epistemological and ethical directions, theoretical approaches, research, knowledge generation and dissemination. Here universities must ask themselves how to generate and manage knowledge.
- Social Impacts: As with also any organization, universities should participate in the development of local communities and social capital. Universities have a clear impact on the economic, social, and political development of society.

The present research seeks to address the problem by raising the following questions:

1. What are the issues that the public relations of universities have been trying to achieve?
2. Which ways are being followed by PRs to enhance the social responsibility?
3. What are the indicators of (promoting) social responsibility achieved by PRs of universities?

3 Methodologies

3.1 Method

The present research adopted the descriptive method due to its appropriateness for the research and its objectives. This study presents a descriptive nature using the questionnaire. The Likert type questions were coded as follows: strongly disagree: 1; disagree: 2; somewhat agree: 3; agree: 4; and strongly agree 5.

3.2 Population and Sample

The population of this study consisted of all the PR practitioners in the Arab universities both in public and private sectors. The researcher used simple random sampling of (46) PR practitioners of (13) universities from (6) Arab countries (as shown in table-1-). The questionnaires were published over the social media and emails to practitioners, then the responses reached 54 ones. According to academic specialty, (58.7%) of participants had been specialized in Public Relations and (41.3%) in other specialty. To job address, (23.9%) of participants had been public relations experts, (26.1%) Public Relations administrators, (8.7%) marketing men, (13.0%) editors, (8.7%) recipient, (19.6%) journalists.

Table 1: The demographic information.

Country	University	Participants		Ratio
Jordan	Middle East University	5	12	10.9%
	Yarmouk University	3		6.5%
	Mu'ta University	4		8.7%
Libya	Sert University	3	7	6.5%
	Mukhtar University	4		8.7%
Emirates	Higher Colleges of	3	7	6.5%

Country	University	Participants		Ratio
	Technology			
	Al Ain University	4		8.7%
Algeria	Mouloud Maamari University	2	4	4.3%
	University of Algiers 3	2		4.3%
Egypt	Al-manoufia University	4	7	8.7%
	Mansoura University	3		6.5%
Iraq	Baghdad University	5	9	10.9%
	Iraqi University	4		8.7%
Total			**46**	**100.0%**

Source: The researchers depending on the results of Spss.

3.3 Data Collection Method

The questionnaire was divided into two parts. Part 1 was devoted to collecting demographic information. Part 2 (of 42 items) was designed to collect information about the issues, ways are being followed by PRs to enhance social responsibility, and the sides of promoting achieved by PRs of universities. Then after collecting the responses, they are analysed by Spss and Excel programs. According to Reliability Statistics, the responses over the axes get Cronbach's Alpha (0.88).

3.4 Results

The results begin with an explore structural results including the issues that the public relations of universities have been trying to achieve, the ways that are being followed by them to enhance the social responsibility and the indicators of (promoting) social responsibility achieved by PRs of universities:

3.5 The issues aimed by PRs of universities

To obtain the results of the sample responds on this field, the means and standard deviations of responds were extracted as shown in Table (2):

Table 2: Means and Standard deviations of responses about the issues that the public relations of universities have been trying to achieve for social responsibility.

	item	Mean	Standard deviation	Level
10	Distinguished reception and hospitality ceremonies	4.31	0.886	High
9	Enriching the image of universities.	4.05	1.122	High
13	Distinguished use of new digital platforms	4.03	1.115	High
8	Enhancing the social security	3.98	0.879	High
11	Having an effective, flexible, and renewable plan	3.98	0.879	High
6	Concentrating on the positives of society	3.96	0.950	High

	item	Mean	Standard deviation	Level
5	Strengthen the spirit of citizenship and cooperation	3.90	1.050	High
12	Development of sense of national responsibility.	3.87	1.303	High
7	Providing the society with new specialists and experts.	3.83	1.041	High
1	Development of sense of social responsibility.	3.57	0.982	Middle
3	Cooperating with public and private institutions during crises	3.48	1.023	Middle
2	Refuting lies and rumors	3.37	1.103	Middle
4	justifying the political positions of the state	3.01	0.921	Middle
	Total	**3.80**	**0.636**	**High**

Source: The researchers depending on the results of Spss

From table (2), it is displayed that the total mean of field " the issues that the public relations of universities have been trying to achieve" has reached (3.80) at the high-level. The means of the items of field range between (4.31) and (3.01). Item (10)- which stated that *distinguished reception and hospitality ceremonies*-has been one of the most issues that the public relations of universities try to achieve, with a mean (4.30) and a standard deviation (0.886) at the high level. It is followed at the same level by item (9)- which stated that *enriching the image of universities*- has been one of the most issues that the public relations of universities try to achieve, with a mean (4.05) and a standard deviation (1.122), then item (13)" *Distinguished use of new digital platforms*", with means (4.03) and standard deviation (1.115). While in the last ranks, item (3) "*Cooperating with public and private institutions during crises*" has come with a mean (3.48) and a standard deviation (1.023) at the mid-level, and item (2) "*Refuting lies and rumors*" with a mean (3.01) and a standard deviation (1.103). The latest item has been "*justifying the political positions of the state*" with a mean (3.01) and a standard deviation (0.921) at the mid-level.

3.6   The ways of PRs to enhance the social responsibility.

To obtain the results of the sample responds on this field, the means and standard deviations of responds were extracted as shown in Table (3):

Table (3) displays that the total mean of "the ways are being followed by PRs to enhance the social responsibility" is (3.42) at the mid-level. The means of the items of field range between (4.40) and (3.42). Item (16)- which stated that" Meetings and Conferences"- was one of the ways are being followed by PRs to enhance social responsibility, has a mean (4.30) and a standard deviation (0.630) at the high level.

Table 3: Means and Standard deviations of responses about the ways are being followed by PRs to enhance the social responsibility.

#	item	Mean	Standard deviation	Level
16	Meetings and Conferences	4.40	0.630	High
19	Courses and Webinars	4.37	0.623	High
14	PR campaigns	4.26	0.957	High
23	Printed products, clothes, agenda, cups, calendar	3.69	0.860	High
15	Publicity and advertising	3.50	1.021	Middle
25	Writing(publishing), page, articles, posts, tweets, essays…	3.50	0.894	Middle
27	Partnership agreements	3.45	1.084	Middle
18	Research and studies	3.22	0.728	Middle
26	Parties and festivals	3.15	0.825	Middle
28	Digital platforms	3.12	0.948	Middle
20	Visits	3.06	1.195	Middle
17	Gifts and Awards	2.25	0.951	Low
22	Trips	2.19	1.027	Low
24	Interviews on media and broadcasting	2.16	0.883	Low
	Total	**3.42**	**0.689**	**Middle**

Source: The researchers depending on the results of Spss.

It is followed at the same level by item (19), which stated that "Courses and Webinars" is one of the ways are being followed by PRs to enhance social responsibility, with a mean (4.37) and a standard deviation (0.623), then item (14)" PR campaigns", with means (4.26) and standard deviation (0.957). While in the last ranks, item (17) "Gifts and Awards" as a way followed by PRs to enhance the social responsibility, has a mean (2.25) and a standard deviation (0.951) at Low-level, and item (22) "Trips" with a mean (2.19) and a standard deviation (1.027). The latest item is "Interviews on media and broadcasting" with a mean (2.16) and a standard deviation (0.743) at the low-level.

3.7   The indicators of social responsibility achieved.

To obtain the results of the sample responds on this field, the means and standard deviations of responds were extracted as shown in Table (4):

Table 4: Means and Standard deviations of responses about the sides of promoting achieved by PRs of universities (indicators of social responsibility).

#	item	Mean	Standard deviation	Level
32	Holding conferences on future job prospects for graduates and possible opportunities	4.18	0.972	High
34	A digital social	4.14	0.810	High

#	item	Mean	Standard deviation	Level
	network to disseminate information about the social values			
37	Multimedia used with the content of communication to enhance the social responsibility	4.01	0.984	High
39	A positive university image confirmed by scientific ways	3.83	0.979	High
	Students are motivated to enroll in the university	3.74	1.045	High
33	An effective communication with the community and elites	3.72	1.096	High
38	A digital social network to disseminate information about the university	3.70	1.075	High
29	Contribution to the care of special needs students	3.64	1.250	Middle
41	partnership agreements to support the community	2.79	1.323	Middle
36	Cooperating with public and private institutions during pandemic Covid-19	2.56	1.177	Middle
30	An interacting communication with the students and their families	2.32	1.276	Low
31	Awareness training workshops for individuals on human and ethical values	2.15	1.204	Low
40	The university publishes applied research projects that serve the community	2.11	1.294	Low
35	Studies and reports about social responsibility achieved and published	2.11	1.122	Low
42	University participation in civil society activities	2.08	1.236	Low
	Total	**3.13**	**0.895**	**Middle**

Source: The researchers depending on the results of Spss.

It is displayed from table (4) that the total mean of field "The achievements of social responsibility by PRs of universities" is (3.13) at the high-level. The means of the items of field range between (4.18) and (3.13). Item (32)- which stated that "Holding conferences on future job prospects for graduates and possible opportunities" – has been one of the achievements of social responsibility by PRs of universities", with a mean (4.18) and a standard deviation (0.972), at the high level. It is followed at the same level by item (34)- which stated that "a digital social network to disseminate information about the social values"- that has been one of the achievements of social responsibility by PRs of universities, with a mean (4.14) and a standard deviation (1.122), then item (37)" Multimedia used with the content of communication to enhance the social responsibility", with means (4.01) and standard deviation (0.984). While in the last ranks, item (40) "The university publishes applied research projects that serve the community" with a mean (2.11) and a standard deviation (1.294) at the low-level, and item (35) "Studies and reports about social responsibility achieved and published" with a mean (2.11) and a standard deviation (1.122). The latest item (42) "University participation in civil society activities" with a mean (2.08) and a standard deviation (1.236) that has come at the low- level.

3.8 The Correlations among the variables of the study

To obtain the results of the sample responds on this field, the means and standard deviations of responds were extracted as shown in Table (5):

Table 5: The Correlations among the variables of the study according to the Pearson correlation coefficient.

Correlations				
Variables of study		Issues	Ways	achievements
Issues	Pearson Correlation		.671**	.758**
	Sig.		.006	.000
	N		54	54
Ways	Pearson Correlation	.671**		.956**
	Sig.	.006		.001
	N	54		54
Achievements	Pearson Correlation	.758**	.956**	
	Sig.	.000	.001	
	N	54	54	
**. Correlation is significant at the 0.01 level (2-tailed).				

Source: The researchers depending on the results of Spss

The table shows the correlations among the variables of study according to the Pearson correlation coefficient. It has been found that there is a positive correlation between the variable of "issues that the public relations of universities have been trying to achieve for social responsibility" and the variable of "the ways adopted to enhance these issues in society", as the correlation coefficient reached (0.971), which is a high and influential

percentage because the value of the statistical significance reached (0.006). The data of the Pearson correlation coefficient test also showed that there is a positive correlation between the variable of "the ways adopted by university public relations" and the variable of "achievements and indicators related to social responsibility", as the correlation coefficient reached (0.956), which is a high value, and it is influential because the statistical significance reached (0.001). These two results led to a positive correlation between the variable of issues and the variable of achievements, with a correlation coefficient (0.758) and statistical significance (0.00).

4 Discussion

4.1 The issues

Through the results of the article, it appeared *that the distinguished reception and hospitality ceremonies* are from the most important procedures that university public relations are keen on because it is considered one of the indicators of university interest and civility, especially considering the competitive environment in the organizational environment. In this context, Nasrallah suggested that among the most important skills of public relations practitioners is good dealing, behaving with the masses of different segments and administrative skills[15].

The following issue (and its indicators) is the basic task of public relations, which is *the enriching the image of universities*- that the public relations of universities try to achieve. There are many studies that have assured that the building a positive mental image of the organization that will increase the loyalty of employees to the organization, increase their production capabilities, their commitment to achieving the organization's goals, strengthen the organization's ability to confront crises and problems, strengthen the organization's competitiveness, and attract investments and human competencies[16].

The d*istinguished use of new digital platforms* is also one of the most important procedures that university public relations depend in its activities of building the image and enhance the social responsibility. From this point, the PR - according to Waldron- requires creative ideas that are communicated through classic and social media such as magazines, newspapers, television, radio, Instagram, Twitter, and digital channels such as YouTube[17]. Today's digital communications drive public relations, and there are three key trends that will impact its future: social listening, digital storytelling, and real-time marketing. So, regarding organizational communications, digital technologies are tools of greater consistency in communications employed through the PR practices of press releases, media activities or advertising, mastering editorial and publishing software, the areas of marketing, organizational communication, and academic work, engaging stakeholders and communicating content[19].

Tryma displayed that the present-day universities in Ukraine carry out social features and attempt to emerge as

sincerely civic universities to contribute to the improvement of the neighborhood groups in cooperation with different stakeholders[27]. Therefore, universities are ready to provide better services and promote international development [32] and the universities need to actively cooperate for the public good[33], I think it differs in the Arab area, So, the way; *Cooperating with public and private institutions during crises,* came at the mid-level. This might be attributed to the nature of the Arab educational system, and the complete centralization of university administration, as the universities' decisions and plans- usually - come from higher levels, as well as also covered financially, organizationally, and functionally, so they do not find themselves forced to deal with other institutions except with narrow limits, of course. Of course, I exclude private universities in some countries of the region.

From the less procedures that universities practiced is "*Refuting lies and rumors*". We should know that the rumor is continually active, whether rumors are from inside or from without. Plus, with the addition of virtual communication era, rumors can fly a long way similarly and quicker than they ever may want to have earlier than such technology become available. Word-of-mouth has been prolonged to word-of-device. So, in terms of inner communication, PR experts shouldn't forget all facets of a matter. From organizational extrude to crises to employees' subjects, important to inner PR work is setting up what the proof is and how the proof leads necessarily to precise conclusions and now no longer others asserted in rumors. However, the ailment may also spur markedly proper information or set subjects aright or accrues principal new benefits, such as attention, emotional attachment, and probable action, if it is invited or stimulated well. So, an inexpensive technique to rumors and gossip (for better and for worse) is to keep rumor mills'/grapevines' fit in organizational communication due to the fact they're continually running and working very well; plus, they may be used ethically, purposefully, and dialogically for the good of all[38].

Clark believes that the link between PR and SR is not completely defined, but both are aimed at improving the quality of interaction between the organization and key stakeholders[24]. Clark emphasizes that PR can scan the political and social environment to assist in the development of SR programs. Social responsibility by Calderón et al Balance tensions between political liberalism (human rights) and economic liberalism (market overestimation)[30]. Vallaeys et al. suggested that the universities have a clear influence on the economic, social, and political development of society[36]. Arab universities do not interfere with state political issues and at the same time do not justify political or state decisions and actions. This may be because most Arab universities are governmental institutions that adhere to their academic specialization, and through this role they indirectly affect the political development and awareness of society, and not

directly interfere in political decisions.

4.2 The Ways

There are a variety of university public relations ways, methods, and tools in promoting the values of social responsibility among its students and individuals of society. Public relations professionals host special events, gatherings, and parties to serve clients and promote their organizations and products. Organizations specialize in press conferences, workshops, courses, training seminars, opening ceremonies, multimedia presentations, exhibitions, competitions, anniversaries, sports and cultural event sponsors, annual reports, pamphlets, articles, presentations, etc. By hosting a variety of events, you can draw attention to your activities. Magazines, movies, slides, audio programs, videos and audio cassettes are examples of important PR tactics[23]. Therefore, the *"meetings and conferences"* and "*Courses and Webinars*" had been the most ways followed by PRs to enhance social responsibility. Conferences and workshops represent an interactive activity that attracts the audience, as well as a great opportunity to promote values, including the values of social responsibility. In such activities, a number of essential matters are reviewed logically and emotionally, supported by effective means and methods.

PR campaigns are always planned to get attention or promote something. PR campaigns help build brand identity, increase credibility, open new opportunities, build a loyal customer base, and educate the public. This is done as part of a broader marketing campaign or, conversely, as part of a digital marketing activity that includes everything from social media campaigns that may be part of a larger organized campaign. Therefore, these ways and tools mentioned above were the most ones used by PR of universities to enhance the social responsibility.

Gift giving is a way to shape strong relationships and make precious contacts. It is both withinside the shape of coins or non-financial items, is a "gesture of goodwill or a token of appreciation or affection". Yet, the motivations and interpretations of items are distinctive among Eastern and Western nations. The that means of present giving brings approximately social relationships, which, of their turn, are the cement of a not unusual place culture. There are lots of claims at the that means of present giving. A present ought to suggest a few meanings: recognition, affection, importance; it could additionally inspire reciprocal members of the family with the aid of using possibly discharging a social responsibility or expressing gratitude in a few forms. Gift-giving is a cultural act, a method of communication, and a manner to benefit get admission to and beneficial consideration. Westerners may understand present giving as bribery or corruption, whilst citizens of Asian nations view it as part of country wide culture. As an act of reciprocity, present giving can decorate interactions among organizations. present-giving, however, should be

legal and moral while practiced throughout country wide borders[39]. Thus, it seems that the method of "gifts" is rarely used by public relations, as it can be replaced by promotional materials, which are in fact gifts but are presented under the form of promotion. So, the "*Gifts and Awards*" as a way followed by PRs to enhance the social responsibility, has come at Low-level. Social responsibility is a set of values that universities seek to inculcate through several means and methods, the least of which is gifts, because they are always used in honor, definition, promotion, and establishment of good relations.

Universities have a clear impact on the social development of society[36]. Although "*trips*" are among the activities that institutions adopt in terms of recreation and appreciation for individuals or to inculcate a certain culture, trips came in our results at a low level. and this indicates the weakness of universities' resort to many activities that may enhance the values of social responsibility, either because most universities - as said above- it is official and does not resort to such activities except rarely, and perhaps exclusively for its students, or due to the ineffectiveness of university public relations.

However, it seems that Arab universities rarely resort to the media to promote the values of social responsibility, and to limit them to official events such as conferences and seminars. So, *Interviews on media and broadcasting* are the less using way by PR.

4.3 The Achievements

"Holding conferences on future job prospects for graduates and feasible opportunities" became one of the achievements of PRs of universities regarding social obligation. That approach universities can draw interest to their social obligation through maintaining meetings, seminars, exhibitions, competitions, anniversaries, and cultural events. Conferences occupy the most prominent position among the activities of universities, especially since conferences deal with various trends and values, and through them universities can focus on research that focuses on promoting the values of social responsibility, and the mechanisms for their consolidation in society.

Digital openness, communication networks and digital interaction platforms have become among the most prominent manifestations and indicators of the quality of universities' work in their internal work or their external relations. The presence of a digital platform or effective, regular, and influential communication pages is a contribution by the university to change, and distinguished achievement, as digital technology has a strong presence in all areas, such as communication and participation in networks of personal and interactive relationship, adopted through the domains of press releases, media groups, or advertising PR practices, software editing and publishing

acquisition, marketing, organizational communication, academic research, stakeholder involvement, and content distribution[19]. Therefore, *"a digital social network to disseminate information about the social values"* has been most achievements by PRs of universities relating to social responsibility. It indicates to most influencing the use of the theory of excellence, If the organization has a blog or Facebook page and wants the audience to comment, this is a symmetric form of communication[18], but it's not always consistent with privilege theory because there is symmetric communication only when the organization participates[8].

In an associated matter, the PR of Arab universities has used highly *"multimedia with the content material of conversation to enhance social responsibility"*. Written products, along with annual reports, pamphlets, articles, announcements, and magazines, is produced to apply to defining the audiences' values and merchandise. Movies, slides, audio programs, video and audio cassettes are also used as a method of public relations. Promotions are supported by logos, pamphlets, signs, business forms, business cards, uniforms, organization automobiles, and trucks[23].

On the other hand, public relations in Arab universities do not show great importance for conducting specialized applied studies on social responsibility, and do not provide reports on that. So, *"the university publishes applied research projects that serve the community"* and *"Studies and reports about social responsibility achieved and published"* have come at the low-level. I think that public relations in universities are not of great importance, and perhaps many do not realize its true role in communicating with the local community. Therefore, it is not given a large space, so it is limited to some communication, coordination, and promotional activities. As a result, *"University participation in civil society activities"* is weak. This result can be attributed to what was mentioned above about the role of university public relations, as well as the administrative style based on routine activities that are limited in the university community and some promotional activities.

From all mentioned above, it is appeared there is a correlation among the variables of study; "issues" that the public relations of universities have been trying to achieve for social responsibility, "the ways" and "achievements" and indicators related to social responsibility.

5   Conclusions

University public relations are characterized by a steady routine during their communication activities, even though they sought many issues and matters, it is the routine procedures of public relations that were limited to ceremonies, promotional activities, conferences, and courses. It turned out that the relationship between public relations and social responsibility is not entirely effective, although universities have a clear influence on all areas of economic, social, and political development of society.

However, Arab universities do not interfere in the political issues of the state and at the same time do not justify political or governmental decisions and actions. This may be because most Arab universities are governmental or official institutions that adhere to their academic specialization. "Meetings and conferences" and "online courses and seminars" were the most common ways for the university`s public relations to promote social responsibility, but it rarely has resorted to campaigns, media meetings, and trips. Conferences occupy the most prominent position among the activities of universities, and digital openness, communication networks and digital interaction platforms have become among the most prominent manifestations and indicators of the quality of university work in their internal work. Public relations in Arab universities largely used "multimedia within the content of youth to promote social responsibility", but public relations in Arab universities did not show much importance for conducting applied studies specialized in social responsibility.

6 Limitations

The study adopted questionnaire to collect data from public relations staffs in some Arab universities for period Jan-Feb 2022. Moreover, the results might not be generalized on the PR staffs in other communities and organizations.

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