



Studying the effectiveness of curricula in Iraqi media colleges on the professional capabilities of media activists

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Abstract

This study focuses on analyzing and evaluating public relations media activities in the municipality of Karbala during the year 2021, with a focus on efforts to spread service awareness. To understand the depths of media operations that enhance communication between the municipality and the public. The importance of this study comes from the need to enhance our understanding of how public relations activities influence the spread of service awareness, especially in the context of municipalities and public services. The study seeks to reveal the methods used by the Karbala Municipality to improve communication and enhance awareness of the services provided. The study focuses on the municipality of Karbala and its media activities in 2021. The study population includes those responsible for public relations (10 experts) in the municipality and the public who interact with the services provided. The study relied on an objective analysis approach using an interview tool, where data was collected through interviews with public relations experts in the municipality and analysis of the collected data. The study showed that the Karbala Municipality has paid great attention to disseminating health concepts in its media activities. These efforts appear to be fruitful in building and enhancing health awareness among the public. The Karbala Municipality had a prominent role in empowering citizens to determine environmental protection. This indicates a positive interaction and understanding of environmental issues and empowering the community to contribute to the preservation of the local environment. Thanks to public relations efforts, the Karbala Municipality witnessed a decrease in the phenomenon of random grazing and a decrease in the rate of damage to public services. This indicates the success of awareness campaigns and positive interaction among the public. The study showed that awareness campaigns were more effective in regular neighborhoods compared to popular neighborhoods. This points to the importance of targeting efforts to achieve maximum impact. The study noted positive interaction by the public with the instructions provided by the Karbala Municipality. The study recommends the need to hold periodic meetings open to the public to increase communication and stimulate participation in local affairs. It is recommended to organize workshops and training courses to develop citizens' skills in effective participation in municipal affairs. Encourages the use of multiple media to enhance the effectiveness of awareness and communication campaigns. It is



recommended to strengthen partnerships with community organizations and educational institutions to improve outreach effectiveness. It is recommended to provide dedicated telephone lines for the public to receive inquiries and provide required assistance. It is recommended to intensify field visits and awareness tours for direct interaction with the community.

Keywords: public relations, service awareness, Karbala municipality, media activities

دراسة الأنشطة الإعلامية للعلاقات العامة لبلدية كربلاء الخاصة بنشر الوعي الخدمي في سنة 2021

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خلاصة

تركز هذه الدراسة على تحليل وتقييم النشاط الإعلامي للعلاقات العامة في أمانة كربلاء خلال العام 2021، مع التركيز على جهود نشر الوعي الخدمي. فهم أعماق العمليات الإعلامية التي تعزز التواصل بين البلدية والجمهور. وتأتي أهمية هذه الدراسة من الحاجة إلى تعزيز فهمنا لكيفية تأثير أنشطة العلاقات العامة على انتشار الوعي الخدمي، وخاصة في سياق البلديات والخدمات العامة. تسعى الدراسة إلى الكشف عن الأساليب التي تستخدمها أمانة كربلاء لتحسين التواصل وتعزيز الوعي بالخدمات المقدمة. تركزت الدراسة على بلدية كربلاء ونشاطها الإعلامي لعام 2021. ويشتمل مجتمع الدراسة على المسؤولين عن العلاقات العامة (10 خبراء) في البلدية والجمهور المتفاعل مع الخدمات المقدمة. اعتمدت الدراسة على منهج التحليل الموضوعي باستخدام أداة المقابلة، حيث تم جمع البيانات من خلال المقابلات مع خبراء العلاقات العامة في البلدية وتحليل البيانات المجمعة. وأظهرت الدراسة أن أمانة كربلاء أولت اهتماماً كبيراً بنشر المفاهيم الصحية في أنشطتها الإعلامية. ويبدو أن هذه الجهود مثمرة في بناء وتعزيز الوعي الصحي بين الجمهور. وكان لبلدية كربلاء دور بارز في تمكين المواطنين من اتخاذ قرار حماية البيئة. وهذا يدل على التفاعل الإيجابي والفهم للقضايا البيئية وتمكين المجتمع من المساهمة في الحفاظ على البيئة المحلية. وبفضل جهود العلاقات العامة شهدت أمانة كربلاء انخفاضاً في ظاهرة الرعي العشوائي وانخفاضاً في نسبة الأضرار التي لحقت بالخدمات العامة. وهذا يدل على نجاح الحملات التوعوية والتفاعل الإيجابي بين الجمهور. وأظهرت الدراسة أن حملات التوعية كانت أكثر فعالية في الأحياء العادية مقارنة بالأحياء الشعبية. وهذا يشير إلى أهمية استهداف الجهود لتحقيق أقصى قدر من التأثير. ولأخذت الدراسة تفاعل الجمهور الإيجابي مع التعليمات التي قدمتها أمانة كربلاء. وتوصي الدراسة بضرورة عقد لقاءات دورية مفتوحة للجمهور لزيادة التواصل وتحفيز المشاركة في الشأن المحلي. يوصى بتنظيم ورش عمل ودورات تدريبية لتنمية مهارات المواطنين في المشاركة الفعالة في الشؤون البلدية. يشجع على استخدام الوسائط المتعددة لتعزيز فعالية حملات التوعية والاتصال. يوصى بتعزيز الشراكات مع منظمات المجتمع والمؤسسات التعليمية لتحسين فعالية التوعية. يوصى بتوفير خطوط هاتفية مخصصة للجمهور لتلقي الاستفسارات وتقديم المساعدة المطلوبة. يوصى بتكثيف الزيارات الميدانية والجولات التوعوية للتفاعل المباشر مع المجتمع.

الكلمات المفتاحية: العلاقات العامة، الوعي الخدمي، بلدية كربلاء، الأنشطة الإعلامية



1 Introduction

The Karbala Municipality adopted a comprehensive strategy to spread service awareness through public relations media activities, with the aim of educating society about the importance of government services and the municipality's role in improving the quality of life and developing the city's infrastructure.

The public relations media activities of the Municipality of Karbala include many activities that help spread service awareness and increase social awareness, such as organizing conferences, seminars and training workshops that aim to highlight the importance of government services and how to benefit from them effectively.

The municipality is also working on developing social media and digital media to increase the reach of the message and improve communication with the local community. These means include creating websites and accounts on social media such as Facebook, Twitter, and Instagram, and issuing newsletters and periodic reports to communicate with citizens and provide them with up-to-date and accurate information about government services available to them.

In addition, the municipality organizes promotional events and advertising campaigns to enhance service awareness among citizens and encourage them to actively participate in the local government process. These activities include distributing advertising publications, television and radio advertisements, and promotional posters in public places, streets, and various neighborhoods in the city.

The municipality also works to hold various exhibitions and interactive events to introduce citizens to the new services provided by the municipality and how to benefit from them effectively, and to encourage them to actively participate in the development of their city.

These events are organized in cooperation with relevant authorities and local and international institutions, with the aim of expanding the circle of public relations and community cooperation and improving the services provided to citizens. The municipality works to use the latest technologies and media tools to achieve the maximum benefit from these events and advertising campaigns, and to confirm its role in spreading service awareness and enhancing communication between citizens and the municipality.

Moreover, the Karbala Municipality widely uses social media to communicate with citizens and spread service awareness, as it launches awareness campaigns on various social media platforms such as Facebook, Twitter, Instagram and others, to disseminate information about government services and programs provided by the municipality to citizens, as well as to respond. Responding to citizens' inquiries and listening to their opinions and suggestions.



The municipality relies on community partnership in organizing media events and awareness campaigns, where citizens and local institutions participate in organizing these events, and important goals and topics are determined in cooperation with them.

The effectiveness of these media activities is constantly evaluated and analyzed, to determine what to focus on and develop to improve their impact in spreading service awareness and enhancing public relations between citizens and the municipality.

This thesis includes five chapters. The first chapter was faculties and concepts. The second chapter talked about the theoretical framework and talked about media activities and public relations. The third chapter talked about media activities for public relations. The fourth chapter talked about service awareness. The fourth chapter talked about the municipality of Karbala. The fifth chapter talked about About the field study of the thesis

Service awareness is one of the most important concepts that the Karbala Municipality seeks to spread among the local community, and to enhance it through media activities carried out by public relations. The main goal of these activities is to educate citizens about the services provided by the municipality and achieve ideal interaction between them.

Public Relations in the Municipality of Karbala works to design and implement media campaigns and prepare awareness materials targeting all segments of society, in order to clarify the concept of service awareness and its importance, and to clarify the available services and the necessary procedures to benefit from them. Public Relations also issues media bulletins and distributes them to citizens and concerned parties, in order to inform them of municipal news and current and future projects.

2 the study Problem

The problem of studying the public relations media activities of the Municipality of Karbala revolves around understanding the extent of the effectiveness of these activities in spreading service awareness to the local community in the year 2021. This research aims to analyze and evaluate the media activities carried out by the Municipality of Karbala in its relationship with the target audience, with a focus on identifying the successes and challenges facing Public relations work for the municipality in this field. The relationship between the municipality of Karbala and its public is an organic, mutual relationship, one of which complements the other. The municipality of Karbala cannot advance the reality of services without awareness of the public, because all services cannot be provided without cooperation and understanding between it and its public and their commitment, so it must carry out relations activities. The general public of the Municipality of Karbala stressed



the importance of presenting and using effective and smooth methods to reach the public to spread and enhance the culture of service awareness. Since public relations media activities include several aspects such as social communication, media campaigns, conferences, seminars and media meetings, the problem requires an in-depth analysis of these activities and how they were designed, implemented and marketed. And evaluate the extent of its impact on achieving the goals set for spreading service awareness.

In addition, the public relations media activities of the Municipality of Karbala face challenges related to changes in the political, social and economic trends and positions of the target audience, and technological challenges, which can affect public awareness and community response to public relations activities. Therefore, researchers must analyze and evaluate the public relations media activities of the municipality. Karbala comprehensively, dealing with the challenges related to media work and using the necessary tools to measure the impact of these activities on the target audience and spreading service awareness. Our study seeks to know and reveal the weakness of service awareness among the community and their lack of knowledge of the municipal services and what they provide to them, as well as the public's lack of interaction with the advertising campaigns that It is carried out by public relations and does not reach the public sufficiently. There is also a lack of awareness programs and activities to enhance service awareness among the public and the absence of trained and qualified cadres to reach the public and guide them. Therefore, this study addressed the development of solutions to these problems and the development of suggestions to improve the role of public relations for the Municipality of Karbala to improve Service awareness among the community by presenting a main question from which sub-questions are derived

3 Study questions

3.1 Main question

- What are the public relations media activities of the Municipality of Karbala related to spreading service awareness in the year 2021 AD?

3.2 Sub-questions

- 1- What are the types of direct service awareness for Karbala Municipality?
- 2- What are the types of indirect service awareness for the Municipality of Karbala?
- 3- What are the methods of enhancing service awareness to achieve public satisfaction?



4 the importance of studying

The importance of this study is due to the fact that it comes from the importance of public relations and its positive role in improving the image of various institutions, and determining their path and shape within their social environment, as today they play a very important role with regard to meeting the needs of society, development processes, and developing the standard of living and service in it in particular. Because it concerns a large segment of the public and is linked to their daily lives, through which the extent of service awareness is measured, service awareness is one of the pillars of community progress.

This study addresses the importance of communication activities in the work of public relations from the media side, for the municipality of Holy Karbala in spreading service awareness among the public in 2021 AD, as the majority of previous studies in general have dealt with the work of public relations departments from educational, health, or administrative perspectives.

The importance of this study also stems from the importance of the communication activity of the Public Relations Department of the Holy Municipality of Karbala from a media point of view, through our discussion of the communication ability and conditions that must be met by those working in the Public Relations Department, and the means used by public relations with its audiences, in addition to the objectives of public relations from its use of means. Mass communication in spreading service awareness, and the extent of its influence on public opinion, which makes this study a new addition to the communication activities of public relations from a field perspective, because of its contribution to knowing its true role. Therefore, our study is concerned with determining the role of public relations in enhancing the community's service awareness about the services provided by the Karbala Municipality and how public relations can contribute to improving the institution's image among the public. By studying the public relations media activities of the Municipality of Karbala, it is possible to improve the services provided by the municipality and increase confidence among the public, thus enhancing prosperity and progress in the city.

5 Objectives of the study

- 1- Knowing the media activities carried out by public relations in the Holy Karbala Special Municipality in order to spread service awareness in the year 2021.
- 2- Identifying the types of direct service awareness of the Karbala Municipality
- 3- Obtaining types of indirect service awareness for the municipality of Karbala
- 4- Exploring methods for enhancing service awareness to achieve public satisfaction.



6 Study methodology

The content analysis approach using the in-depth interviews tool with experts can be used to study public relations media activities in the municipality of Karbala related to spreading service awareness in the year 2021. It will describe the types of direct and indirect service awareness used by the municipality, in addition to describing the methods that enhance service awareness. The survey method can also be used to collect data by conducting interviews with workers in the department responsible for public relations in the municipality and analyzing the collected data.

7 Reasons for choosing the study

7.1 Personal reasons

1. Interest in the field of public relations: There may be a personal interest in the field of public relations and its role in building a positive image for government institutions and bodies.
2. The desire to study the experience of the Municipality of Karbala: There may be a personal desire to study the experience of the Municipality of Karbala and its methods in service awareness and communication with the public.
3. Interest in public services: There can be a personal interest in public services and a desire to study how to spread service awareness about these services to make them more useful to the public.

8 Objective reasons

1. The importance of public relations and media in delivering information and awareness to the public regarding available services and actions taken by the municipality.
2. The high level of challenges and difficulties facing public relations in the new media era, and thus the municipality's challenges in spreading service awareness and improving its media image.
3. It provides many sources and data related to the municipality's media activities in 2021, which can be used to analyze the municipality's performance in this field.

8.1 Previous studies

8.2 Arabic Studies

First study:

Study by Muhammad Hashem Al-Salous, entitled: "Communication activities of the public relations apparatus at the founding King Abdullah University Hospital and the extent of their importance and reflection on the public," Journal of the Association of Arab Universities for Arts, Volume 15, Issue 2, 2018.



The study aimed to identify the communication activities of the public relations apparatus at the founding King Abdullah University Hospital and their importance in communicating with the internal public of the hospital. The researcher relied on the survey method in implementing the study, using the questionnaire as a tool for collecting information and data. The study sample consisted of all public relations practitioners in The hospital, numbering 13 practitioners, used the comprehensive inventory method to determine the study sample, which obtained several results, the most important of which are:

- 1-The new media outperforms the rest of the communication means used by public relations practitioners in the hospital.
- 2-The hospital's public relations system uses communication methods that include personal and collective communication.
- 3-The hospital's public relations apparatus carries out informational and informational communication activities.

Second study:

A study by Alaa Al-Sheikh Idris and others, entitled: Campaigns and the effectiveness of public relations in traffic awareness, a descriptive and analytical study on the Khartoum State Traffic Police in the period between 2015-2016 AD, Department of Public Relations and Advertising, College of Communication Sciences, Sudan University of Science and Technology, 2016.

“Traffic accidents have increased recently, the most important causes of which are the citizen's lack of familiarity with traffic culture and non-compliance with traffic relations and rules. Therefore, this study was prepared to reach the minimum number of accidents and eliminate their causes.

The research group concluded that the police are always at the service of the people, and the most important findings they reached were that the media campaigns implemented by the General Administration of the Traffic Police achieved their goals for which they were designed. The most important recommendations were to support and finance all projects and plans that aim to increase traffic awareness and spread culture. Traffic.

The third study:

Study by Haya Ashour and Tayseer Abu Arja, entitled: “Communication activities of public relations agencies in international organizations operating in Jordan, Petra University, 2014.”



This study aimed to shed light on the determinants and mechanisms of work of public relations bodies in international organizations in Jordan, and the nature of their communication programs.

The importance of this study comes from its contribution to providing a reference on the work of public relations agencies, and on the specificity of their social communication activity in any institution, which may contribute to determining international standards for the work of public relations agencies in various institutions in general, and non-profit organizations in particular.

The researchers relied on the survey method in implementing the study, using the questionnaire as a tool for collecting information and data. The study sample consisted of all workers in the field of public relations in the 10 international organizations in Jordan. The study concluded several results, including:

There are good relationships built by public relations practitioners in these organizations with Jordanian media institutions.

Public relations activity contributed to improving the mental image of the organization among the public.

Public relations is concerned with studying internal and external public opinion about the organization with the aim of improving it.

Fourth study:

Ahmed Amin Muhammad Otoum's study entitled: "The Importance of Communication Activities in the Work of Public Relations: A Field Study in Jordanian Ministries, Faculty of Information, Middle East University for Graduate Studies, Amman 2010."

The study aimed to identify the reality of public relations work in Jordanian ministries and the extent of its use for communication activities by answering the questions and hypotheses of the study through the use of a tool consisting of 197 items, and it reached the following conclusions:

Availability of qualities, characteristics and specifications among workers in the Public Relations and Media Department in the Ministry.

The Public Relations and Media Department uses communication means in its communication activities with the Ministry's audience.

Foreign studies

First study:



“E-government and the transformation of service delivery and citizen attitudes” Jeanette Taylor Janine O'Flynn (2015), which addresses the role of e-governments in improving the delivery of government services and transforming citizens' interaction with government.

This study examines the role of e-governments in improving the delivery of government services and transforming citizens' interaction with the government. The study provides a comprehensive look at the concept of e-government and explains how these governments have moved from being merely a supplier of information to being a provider of government services via the Internet.

The study also discusses how e-government helps change citizens' perception of the government and increase confidence in it by improving the quality of services and facilitating access to them, which contributes to transforming citizens into contributing partners in the government process.

The study concluded that e-government plays a vital role in improving the delivery of government services and transforming citizens' interaction with the government, and provides great opportunities to improve accountability and transparency in government, and increase trust and cooperation between citizens and the government.

Second study:

“Government public relations in the age of digital media: An exploratory study of local government” Wenhong Chen Yan Jin (2013), which addresses the use of digital media in public relations for local governments.

It is an exploratory study examining the use of digital media in public relations for local governments. The study aims to understand how local governments use digital media, such as social media sites, to communicate with the public and improve their reputation.

Data were collected through personal interviews with ten public relations officials in local governments in the United States of America, and the data were analyzed using a content analysis model.

The study showed that the use of digital media in public relations for local governments can improve citizens' interaction with the government and increase its transparency and credibility. The study also revealed the importance of employing employees with experience in the field of digital media in public relations operations in local governments, and the need to improve training and development in this field.

The third study:



“Using social media for government service delivery: Challenges and opportunities” Virginia A. Greiman Kristin S. Klinger (2017), which examines the use of social media to deliver government services and improve citizens’ interactions with government.

This study aims to analyze the use of social media by governments to improve the delivery of government services and enhance interaction with citizens. The descriptive and analytical study was used to analyze the data collected through questionnaires addressed to government representatives in the United States of America. The benefits and challenges facing using social media to improve government services, and what these means can provide in the future, were studied.

The study concluded that using social media to provide government services can provide many benefits, such as improving user experience and reducing costs and the time it takes to provide services. However, the use of these methods also faces challenges such as privacy, security, and legal complexities. In order to achieve the best results, governments need to implement effective strategies for managing social networks and improve training and guidance for government workers in using these methods.

Fourth study:

"The impact of organizational culture and leadership on public relations: A case study of a merger in a public sector organization" Lorna M. Campbell David M. McKie (2008), which deals with the impact of organizational culture and leadership on public relations in the public sector, and an analysis Case study of a merger in a government organization.

This study discusses the impact of organizational culture and leadership on public relations in government institutions. The study is based on a case study analysis of the merger process in a government organization in the United Kingdom.

The study's analysis focuses on the changes that occurred in the organization's public relations and internal communications during the merger process, through analyzing the organizational culture and leadership that affect employee behavior and internal interactions. The study also discusses the role of leadership in creating a culture that supports strong public relations and internal communications, as well as the impact of cultural factors on the communication process.

The study concluded that leadership and organizational culture play a crucial role in the success of public relations in government institutions. The study also indicates that managing internal communications and involving employees in the



communication process can help strengthen public relations and build trust between the public and the government.

9 Benefits from previous studies

Previous studies can be benefited from in many ways, the most important of which are:

Identifying previous problems and findings of previous studies in a specific field, which helps avoid mistakes and improve performance in the future.

Providing sources of information, data and statistics that can be used in future research or study.

Develop understanding and concepts related to a specific topic, and become familiar with the theories, standards, and methods used in the field.

Directing future research and focusing on important and important points in a specific field, and directing the scientific path to find more effective solutions.

Identify the strong and weak points in previous studies, and direct efforts to benefit from the first and overcome the second.

What distinguishes this study from previous studies

In general, the subject studied, the starting point of the study, the desired objectives, and the approach used in each study may differ from the other, and this is what distinguishes it and makes it unique. This study aims to know the media activities and public offices of the municipality of Karbala and their work in how to spread the municipality's service awareness and dissemination and the public's interaction with it. The public in the municipality of Karbala has an important and major role in spreading awareness and educating people in order to present the city of Karbala in a good light because this city is visited by visitors from different countries.

10 Dimensions of the study

10.1 Terms and concepts

First: Public Relations:

1. Linguistic definition:

Looking at the two words that make up the concept of public relations, we find that the linguistic meaning indicates that:

Relationship by fatha: means anything to which one is related to the other, and the plural is relationships.



And the general: the opposite of the specific, and the general: the general is a plural noun, it is said: an blind man and a short man, so the uncle: the general, and the short, the specific, and the general: the group, and it was said: the group is from the neighborhood.

It is clear from this that the relationship is: a process of interconnection and intertwining between two things. There is no relationship unless there are two parties to it, and the common people: they are the group of people.

2. Terminological definition:

Despite the historical extension of public relations as a human activity, a comprehensive definition of it as a concept has not yet been reached, so definitions have varied, and we have chosen from them:

Definition of public relations: A marketing activity that recognizes the social responsibility of the organization and helps it develop programs and establish a two-way communication path with the organization's audiences.

Definition of the International Public Relations Association: A management function of a planned and continuous nature through which public and private bodies and organizations aim to gain and maintain the understanding, sympathy and support of those they include.

Definition of the American Society for Public Relations: It is a profession, activity, body, industry, or government in establishing and strengthening distinguished relationships between itself and the public, such as employees, the general public, customers, and shareholders.

Definition of the British Public Relations Association: Continuous and planned administrative efforts aimed at establishing and strengthening mutual understanding between the organization and its public.

The researcher believes that the British Society's definition of public relations is the most important of these definitions because it aims at continuous administrative efforts, drawn up plans, and establishing mutual understanding between the organization and its audience.

11 Definition of the Encyclopedia of Media and Communication Sciences

It is the sum of the communication activities of an organization, aiming to introduce its activities and achievements to improve its mental image towards various internal audiences, represented by its internal audience as the institution's first audience, as it is the institution's first audience and the primary factor that reflects the image of the institution, and the external audience represented by representatives of



departments and bodies and representatives of trade unions and groups. Related to the organization and current and potential consumers.

According to Harold Levy, the responsibility of public relations in any government body: “is the responsibility to fulfill the twin obligations of informing the public, and promoting friendly relations between the public and this body.”

While the British Institute of Public Relations has defined it as:

“Those planned and planned efforts that are intended to establish ongoing understanding between the organization and its audiences.”

12 Media activities

12.1 Media activities in language:

Media activities: are activities that include disseminating information, news, advertisements, and marketing a product, idea, or service in an effective and organized manner.

It includes all activities aimed at disseminating information, news, and information related to a product, service, or idea in general, and includes designing advertisements, advertising campaigns, and marketing through various media.

These are communication processes aimed at exchanging ideas, information and knowledge between individuals and different communities, and include many activities such as publishing, translation, editing, design, preparation and media production.

These are activities that provide information, knowledge and news to the target audience, and include many activities such as publishing, translation, editing, design, preparation and media production.

12.2 Media activities in terms:

University of British Columbia definition: “Media activities are activities carried out by institutions, companies, organizations and individuals to promote and market their products or services through various media such as newspapers, television, the Internet, and others.”

New York University definition: “Media activities include efforts undertaken by institutions, bodies and individuals to improve their image and presence in the market by communicating with various media and working to convey their message and achieve their goals.”

Definition of the Institute of Graduate Studies in Media and Communication at the University of Paris: “Media activities are activities that aim to promote and



disseminate information about specific institutions, companies or individuals through various media in order to achieve certain goals such as improving the public image or increasing sales.”

Harvard University definition: “Media activities are the set of steps and movements undertaken by those responsible for communications in institutions, companies, bodies and individuals to introduce their products, services and goals through various media in order to achieve specific media and marketing objectives.”

From the researcher's point of view, we find that the definition of Harvard University reflects the academic method followed by Harvard University, which attempts to define media activities accurately and clearly. In general, this definition can be considered acceptable and clear for the purposes of academic research and media analysis

The importance of media framing theory

Its importance is highlighted in the possibility of producing news stories and trying to highlight certain aspects of reality and isolate other aspects. It also determines the extent to which individuals understand and observe the problem and how they act and evaluate it.

Media framing theory plays great importance in its ability to determine the editorial policies of all media institutions, which can be presented, whether local or international, with the importance of addressing media primacy, which depends on how to create journalistic, radio, or television cultures that influence the professional fields of the media outlets. With the importance of dealing with media filters with the ability to create pages for the press, so that they are considered pages capable of determining limited media framing and with valuable information, and how to deal with them according to the parties most targeted.

13 Types of media frameworks

Scholars have presented several types of media frames often associated with media coverage of news, including:

1- The frame specific to an issue: where the focus is on an issue or event whose aspects are clear to the public because it is an event linked to concrete facts. Then the frame focuses on the personal approach or presenting the elements of the event and its repercussions (such as bird flu, the event, the spread of manifestations of infection, advice, behavioral and medical procedures, the roles and decisions of officials, news stories). For injuries or the manufacture of a commodity that has been damaged, the alternatives available to the government and the people).



2- The general framework: It sees the events in an abstract general context that provides general interpretations of the facts linking them to cultural and political standards. It may be heavy on the recipient's psyche from a professional standpoint, but it is important for understanding the problems and providing solutions and persuasion in the long run (the suicide incident of the man who was unable to pay the university fees for his children It is addressed within the framework of: unemployment or poverty that threatens society, the absence of social solidarity and free education, and whether parents pay with their lives for their children, and so on).

3- Strategy framework: It sees events in their strategic context affecting the state's national security. This framework is compatible with political and military events and focuses on values such as:

- The principle of winning and losing, progress and lag, and renaissance or collapse
- The language of wars, conflicts, and national and international competition
- The principle of influence and power, its sources, persons and manifestations
- Presenting huge achievements or major failures and criticism

4- The Human Concerns Framework: It sees events in the context of their general human and emotional effects. Messages are formulated in templates and dramatic stories with an influential emotional tendency, such as a person who donates his money or his organs in order to save others.

5- Economic results framework: This framework places the facts in the context of the economic results that resulted from the events and indicates the expected or existing impact on individuals, countries, and institutions. Those who communicate use the material output to make the media message more effective on people and more relevant to their interests (the sale of a public sector company is framed In treating current material losses, employing individual capital, creating new job opportunities for young people, and so on).

6- Responsibility framework: The communicator develops the message to answer the question, "Who is responsible for?" Individuals, institutions, and the state are concerned with knowing who is responsible for the event and pinpointing it to a specific person, institution, law, behavior, or government.

7- Conflict context: Events progress within an intense competitive and conflictual context. Media messages may ignore important elements in order to highlight the context of the conflict, highlight corruption and distrust of officials, see people before you see events, monitor interests before monitoring goals, and often measure the message on the scale of the loser and the winner. The victor and the defeated are



a dimension that journalists and broadcasters greatly exaggerate in making it a frame of events (an apology by one of the party candidates for running in the elections may be framed in the context of: a dangerous conflict within the party, a competition between the old and the new.

8- The framework of moral principles: Presenting the facts in the moral and value context of society, addressing the recipient's established beliefs and principles. The person communicating the event responds directly to the moral context of the community. He may cite quotes and religious evidence that support his presentation of the facts or sources and reference groups that confirm this framework.

2-4. Elements of the media framework

Entman considers that the four elements in the communication process are: the communicator, the text, the receiver, and the culture.

1- The communicator (the journalist): He may - intentionally or unintentionally - present judgments through governing frameworks called schemes that organize his values and beliefs, and he plays an important role in constructing and shaping the news in terms of linguistic choices, quotations, and information that lead to emphasizing elements or aspects. Particularly in the news story, journalists frame news stories through the choices they make while writing and editing those stories, and these choices in turn affect the way readers interpret the stories.

Journalists draw patterns or frameworks that feed cognitively into public discussions and affect the level of information of individuals. This is done through selective selection to cover one or both sides of an event or issue, while developing a simplified interpretation of events and stories, or through greater coverage of one issue at the expense of the other. They, in turn, are governed by the frameworks that organize their cognitive systems and the professional pressures under which they work, such as: pressures of control, ownership, and financing, which determine editorial policy, in addition to the pressures of space and speed of media work. The problem that occurs in daily editorial work is related to the process of selective perception that leads to frameworks An alternative that is colored by ideology, consciously or unconsciously.

Media activities

14 Its origin and development

The history of media activities goes back thousands of years, when people used drawings, symbols, and murals to convey information and news. With the development of civilizations and the emergence of written language, newspapers,



books, and publications began to appear as a means of transmitting information and news.

In the 19th century, the world witnessed a great development in media activities, as daily newspapers, magazines, and radio appeared. These means have evolved over the following decades, as television, the Internet, and social media have become an integral part of media activities.

Since the inception of media activities, it has played an important role in transmitting information, news, and raising awareness of social, political, and economic issues. Newspapers and publications helped spread culture and knowledge more widely among people, and radio and television also helped spread quick news and raise awareness of important issues.

Media activities were previously dependent on large media institutions and specialized media companies, and these institutions controlled the content of news and information that reached the public. But with the development of technology and the emergence of the Internet and social media, the public has greater control over the dissemination of information and news, and anyone can become a sender of information and news.

Since then, media activities have become more diverse and complex, as the public has become dependent on various media to obtain information and news and communicate with each other, and the media has become available to everyone to communicate their messages and ideas to the world.

Media activities have developed significantly over the past few decades, thanks to technological advances and social, political and economic changes. This development has accelerated in recent years, as technology has become faster and more advanced, helping to transform the way in which information and news are transmitted around the world.

In the early years of the twentieth century, newspapers, radio and television were the main means of mass media. But with the development of the Internet, new media such as blogs, electronic news sites, and social media have emerged, which have allowed individuals to easily access information faster and more effectively.

15 . Research Methodology

It is the framework that the researcher uses to direct and organize in conducting a study or scientific research. The research method aims to guide the researcher through the research process, from setting objectives to analyzing the results and their conclusions. The research method helps the researcher determine the steps and procedures that must be followed to reach the desired goal. There are several types



of research methods, including the inductive method (which depends on inference from individual experiences and observations), the analytical method (which depends on analyzing existing data and information), and the experimental method. (which depends on designing and implementing experiments to collect data).

In this research, we relied on the content analysis approach, which is a type of research method that aims to understand and describe phenomena and concepts in a detailed and comprehensive manner. This approach is characterized by its focus on understanding phenomena as they are and interpreting them accurately, without focusing on theoretical interpretation or statistical analysis. The descriptive qualitative approach is implemented by collecting data from multiple sources such as literary references, interviews, observations, documents, and archives. Using this data, the researcher analyzes, describes, categorizes and interprets the phenomena in a detailed and comprehensive manner.

The method adopted in this research is the objective analysis method, and the data required for this research were obtained from semi-structured interviews. Qualitative data analysis is performed based on the thematic analysis approach. The descriptive qualitative approach is used in the social sciences and humanities to understand and explore many topics, such as culture, social interaction, human behavior, and life experiences. This approach helps in understanding the context, meanings, and details surrounding phenomena and concepts, and allows for the development of a comprehensive and in-depth view of the topic studied. The descriptive qualitative approach relies on the analysis of qualified and unqualified data, and includes procedures such as data coding, classification, embedded analysis, and interpretation of patterns and themes emerging from the data.

The descriptive qualitative approach aims to provide a realistic and comprehensive description of the phenomena and concepts studied, and then use this understanding to develop new theories and hypotheses, or to guide future research.

Then, according to the analysis approach, the qualitative content of the experts' opinions and viewpoints was addressed. In this approach, it prepares and paves the way for the researcher to obtain a new understanding of realism and provides us with the possibility of "studying the public relations media activities of the Municipality of Karbala related to spreading service awareness in the year 2021."

15.1 search tools

Research tools are the means and methods used by the researcher to collect data and conduct analyzes within the process of scientific research. Research tools are important tools for obtaining the necessary information and understanding the phenomena studied better. In this study, we used the interview tool, which includes



personal interviews, over the phone, or online with Individuals participating in the study. Interviews allow for obtaining rich and detailed information and a deep understanding of the experiences and opinions of the participants. In this study, we seek to analyze the interviews for our study, which was entitled Study of the Public Relations Media Activities of the Municipality of Karbala regarding spreading service awareness in the year 2021, according to the opinion of the workers in the Public Relations Department in the Holy Karbala Municipality Directorate.

15.2 research community

The term research community refers to a group of things that may share a characteristic and feature or a set of characteristics and features. In addition to the common features or characteristics, the members of each community may also have non-common characteristics or features that the researcher wishes to study. Accordingly, the research population in this study, given the subject of the research, is the cadres of the Municipality Directorate of the Holy Karbala Governorate.

15.3 Research sample

The study sample is defined as: a group of units of the original community subject to analytical or field study, and these units must be a true representation of the original community in order to generalize their results to it.

On this basis, the research sample in this study is a group of workers in the Municipality Directorate of the Holy Karbala Governorate, numbering 10 experts in various administrative and service departments, with a focus on the Public Relations Department as it is directly linked to the title of our study.

15.4 Sampling method and sample size

The origin of scientific research is to study the vocabulary of the scientific research community, but this is often not possible, for example, due to the large size of the study population or the difficulty of accessing all the vocabulary. Therefore, researchers are often satisfied with a specific number of vocabulary according to what is available, according to the possibilities (of time) Effort and matter) and this is what the study sample represents. Accordingly, the sample can be defined as a specific number or part of the total number of members of the study population of interest, provided that it accurately represents the population. In other words, the sample can be defined as a group of units that must be characterized by the same characteristics as the study population. The selection fell on an elite group of specialists because they are distinguished by some characteristics that will make the study characterized by honesty and realism, as they are among those with practical, scientific, experienced, and academic contributions in the field of media and specialists in public relations. .



16 Extracting codes from the text of interviews

Interviewee information and their codes in MAXQDA are as follows

Table 1

Workplace	Jurisdiction	the name	Coding in MAXQDA	number
Journalist in the Public Relations Department	Bachelor's	Abu Al-Fadl Abbas Abdel Hamza	P01	1
A journalist in the municipality of Karbala	Bachelor's	Blessed be Abdul Amir Hanoun	P02	2
Media and public relations officer in the municipality of Karbala	Bachelor's	Muhammad Hussein Ali Kazem Al Kazem	P03	3
A legal representative in the municipality of Karbala	Bachelor's	Ali Salim Kazem	P04	4
Assistant Director of Karbala Municipality Department.	Bachelor's	Zuhair Obaid Hussein	P05	5
University of Baghdad, College of Mass Communication	Master's Degree	Haider Abdul Rasoul Jabbar	P06	6
Satellite broadcast engineer	Bachelor's	Nizar Jalil Karim	P07	7
Team Leader RC International Organization for Development Projects	Bachelor's	Supporter of Hadi Abdel Wahab	P08	8
TV reporter	Bachelor's	Hussein	P09	9



		Muhammad Yacoub		
An employee in the municipality of Karbala	Bachelor's	Muhammad Abdul Hussein Kazem.	P10	10

17 Analyze the symbol data in the following axes

17.1 The first axis

A portion of the symbols was allocated to the opinions of experts and specialists on “Types of Direct Service Awareness for the Municipality of Karbala.” (18) basic concepts from the set of codes were assigned to this category and the results of this set of codes are presented as follows:

Table 2

General concept	Organized concepts
Types of direct service awareness for the municipality of Karbala	The most prominent service awareness activities
	Service awareness methods
	Service awareness contribution
	Service awareness plans

It is clear to us from the table above regarding the first axis, which includes the types of direct service awareness for the municipality of Karbala. It became clear after the in-depth interviews that we conducted with experts and specialists that the most prominent types of direct awareness are in publishing awareness and educational publications, showing the city and projects, working on holding direct seminars with qualifying workshops, and conducting field tours. With full compliance with instructions and laws, monitoring health violations, choosing the type of service and type of project, and disseminating health concepts and knowledge to help citizens determine protection, as it was noted that the media staff was roaming around, distributing some brochures, publishing containers, and distributing waste bags, which contributed to the citizen’s commitment to the service culture, the disappearance of the phenomenon of random grazing, and a decrease in the rate of damage. With public services and carrying out awareness campaigns that were more supported in regular neighborhoods than popular neighborhoods due to the difference in class differences, performing artistic works and making representative clips specifically for service awareness by presenting new awareness ideas,



publishing content, and developing quick solutions through rapid response and coordination with the media.

17.2 The second axis

A portion of the symbols was allocated to the opinions of experts and specialists on “Types of Indirect Service Awareness for the Municipality of Karbala.” (9) basic concepts from the set of codes were assigned to this category and the results of this set of codes are presented as follows:

Table 3

General concept	Organization concept
Types of indirect service awareness for the municipality of Karbala	Indirect awareness
	Accreditation
	Indirect plans

It is clear to us from the table above regarding the second axis, which includes the types of indirect service awareness for the municipality of Karbala. It became clear after the in-depth interviews we conducted with experts and specialists that the types of indirect service awareness are through placing instructions on all parks and entrances to the city to ensure the public’s interaction with the instructions provided, as they contributed. Indirect awareness raising is significant according to the statistics recorded in recent years, as the service cadres in the municipality of Karbala Governorate seek to make the services provided towards sustainable development, as the municipal cadres adopted the indirect method by receiving volunteer teams, contracting with them, and delivering services to the farthest point from the center in remote areas. And submerged.

17.3 The third axis

A portion of the symbols was allocated to the opinions of experts and specialists on “methods of enhancing service awareness to achieve public satisfaction.” (9) basic concepts from the set of codes were assigned to this category and the results of this set of codes are presented as follows:

Table 4

General concept	Organization concept
Methods of enhancing service awareness to achieve public satisfaction	Methods of creating public satisfaction
	Ways to enhance awareness
	Media used



It is clear to us from the table above regarding the third axis, which includes methods for enhancing service awareness to bring public satisfaction. It became clear after the in-depth interviews we conducted with experts and specialists that the approach by municipal staff in order to enhance service awareness is to use the simplest understandable methods away from ambiguity and ambiguity in order to enhance the quality of conservation. On public property, adopting a mechanism for listening to citizens' complaints through newspapers and radio stations and responding immediately to incoming complaints, as these methods have contributed to a good and smooth manner of social communication, radio stations and local newspapers, which include direct and indirect means.

18 Conclusion

The study concluded that the most prominent types of direct awareness are publishing awareness-raising and educational publications, highlighting the city and projects, working on holding direct seminars with rehabilitation workshops, conducting field tours with full compliance with instructions and laws, monitoring health violations, and disseminating health concepts and knowledge to help citizens, as it was noted that the media staff was roaming around and distributing some brochures. Disseminating containers and distributing waste bags contributed to the citizen's commitment to the service culture. Also, the types of indirect service awareness are through placing instructions on all parks and the entrance to the city to ensure the public's interaction with the instructions provided. Indirect awareness has contributed greatly, according to statistics recorded in recent years, as the service cadres in the municipality of Karbala seek to improve the services provided towards sustainable development. The municipal cadres adopted the indirect method by receiving volunteer teams, contracting with them, and delivering services to the farthest point from the center in remote and populated areas. Likewise, dealing by the municipal cadres in order to enhance service awareness is to use the simplest understood methods, far from ambiguity, to preserve public property and listen. To citizens' complaints through newspapers and radio, and to respond immediately to the complaints submitted, as these methods contributed well and are among the direct and indirect means. The study recommended the necessity of holding periodic meetings open to the public, where individuals can ask their questions and inquiries about the services provided by the municipality, including meetings. and public discussions to increase public understanding,

19 General results

Below is a discussion of the results of the general study, which was entitled "Study of the public relations media activities of the Municipality of Karbala related to spreading service awareness in the year 2021."



“The study reached a set of important results, including:

The Holy Karbala Municipality Directorate is interested in disseminating health concepts and knowledge.

The Holy Karbala Municipality Directorate contributes by helping citizens determine environmental protection.

-The phenomenon of random grazing disappears and the rate of damage to public services decreases.

Awareness campaigns were more widespread in regular neighborhoods than in popular neighborhoods.

-There is interaction from the public with the instructions provided by the Karbala Municipality Directorate

Among the tasks of the Holy Karbala Municipality Directorate is to place instructions on roads and social media sites.

The Holy Karbala Directorate works to hold workshops and hold seminars and meetings.

The Holy Karbala Directorate is interested in publishing awareness and educational publications.

The Holy Karbala Directorate was interested in conducting continuous field tours of residential neighborhoods.

The Holy Karbala Directorate conducted direct interviews with citizens, deployed containers, and distributed waste bags.

Awareness campaigns were more supported in regular neighborhoods than popular neighborhoods.

The Karbala Municipality Directorate was interested in printing awareness brochures, flexes, photos and video clips.

The Holy Karbala Municipality Directorate worked to develop quick solutions through rapid response.

-The Karbala Municipality Directorate was interested in answering citizens' questions.

We review the results of the study by answering the study questions:

Discussing the first sub-question including: Types of direct service awareness for the Karbala Municipality?



20 General recommendations

The subject of our study is one of the important topics that seeks to study the reality of enhancing service awareness for the municipality of Karbala Governorate. After conducting interviews with experts and specialists, a number of important results were reached, through which the researcher recommends a number of recommendations that he deems important, including:

First - the researcher recommends the necessity of holding periodic meetings open to the public, where individuals can ask their questions and inquiries about the services provided by the municipality. The meetings can include presentations and public discussions to increase the public's understanding of local operations and policies.

Secondly - The researcher recommends the necessity of organizing workshops and training courses for the public on various aspects of municipal services, such as financial management, urban planning, and public health, as these events help in disseminating knowledge and developing the public's skills in effective participation in local affairs.

Third - The researcher recommends the necessity of using various media, such as television and radio advertisements, publications, and social media, to disseminate information about municipal services and how to benefit from them, provided that these campaigns include stories and practical examples of people who have successfully benefited from the services.

Fourth - The researcher recommends the need to develop and maintain easy-to-use websites and phone applications that provide comprehensive information about municipal services, including procedures for applying for and benefiting from them. These platforms must be available in multiple languages and be accessible to all segments of society.

Fifth - The researcher recommends the necessity of strengthening partnerships with local community organizations, educational institutions, and local companies to organize joint awareness-raising and training events. These partnerships could contribute to greater access to the public and enhance interaction and cooperation in developing municipal services.

Sixth - The researcher recommends the need to provide dedicated telephone lines for the public to answer their inquiries and direct them to the correct resources, and there must be a dedicated team to answer calls and provide the required assistance.



Seventh - The researcher recommends the necessity of field visits and awareness tours and organizing field visits and awareness tours to educational institutions, local communities, commercial centers, and residential neighborhoods.

Eighth - The researcher recommends the necessity of exploiting public transportation, such as buses and the metro, to display awareness advertisements about municipal services, as this is an effective way to communicate with a wide audience and increase awareness of the available services.

Ninth - The researcher recommends the necessity of conducting opinion polls and questionnaires for the public to understand their needs and evaluate their satisfaction with the municipal services provided.

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