

**Methods of practicing public relations to combat the Corona
pandemic (Covid 19)
Applicable to the public relations departments of the World
Health Organization**

Prepared by



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Abstract

The purposes of this study include identification of the nature of public relations and its importance and functions to organizations, identification of nature of administrative work of public relations at offices of World Health Organization and the methods and ways adopted by department of public relations at WHO in many countries, identification of its work mechanism and application of its administrative functions in order to achieve its objectives to fight Coronavirus epidemic (COVID-19). The purpose of this study also includes identification of the problems and obstacles which preclude the work of department of public relations to fight Coronavirus epidemic (COVID-19) at WHO and conclude results and recommendations which serve the scientific study.

The researcher used the analytical descriptive approach in the study and used many instruments to collect the information through the observation, interview and questionnaire. The study concluded many results that percentage of males working at departments of public relations at the offices of WHO exceeds females by 59.4% and most workers at public relations at offices of the organization belong to administrative specialties, the researcher also concluded that WHO offices follow certain methods to practice the activity of public relations under coronavirus epidemic (COVID-19) and WHO practices public relation functions and applies it at its administrative work. The researcher recommends that it is necessary to prepare qualified staff specialized in public relations to work at WHO, It is necessary to hire experts with high qualifications in public relations, researches and technicians have to join the development of content and search for more innovative ways to reach different categories from the society.

Keywords:

Public Relations Department- WHO- COVID-19 Epidemic

Introduction:

Public relations activity is an essential activity in the life of organizations and a major factor in their efficiency and effectiveness, as it aims to achieve harmony and consensus in a society that is experiencing changes in governance systems and crises. Facing the crises that the organization is exposed to, and working to overcome them with the least loss, as well as early prediction of crises through continuous analysis of the trends of public opinion, and then knowing the development and size of any crisis and knowing the multiple alternatives to it.

In light of the crisis that swept the world from the outbreak of the Covid-19 virus, which was classified as a pandemic because it crossed multiple continents and countries, and its various consequences and repercussions in all health, economic and other aspects, the World Health Organization played a vital role in confronting the virus and addressing it through a series of measures and measures taken with Governments to preserve human health and prevent disease, which increased the need for public relations management, which represents the beating heart of the organization and an effective communication and communication link and an active tool for interaction inside and outside the organization. It also highlights the achievements of the organization and the efforts it is making with its available capabilities and what is available Its practitioners have distinguished professional experiences and have effective methods and means to combat and eliminate the Coronavirus (Covid-19).

Through her study, the researcher seeks to identify the methods of practicing administrative work for public relations in offices of the World Health Organization in several countries. Serve the scientific study.

The study Problem:

Public relations is one of the important communicative and administrative activities adopted by institutions and organizations in general and the World Health Organization in particular and specifically, especially in recent times with the outbreak of the Covid_19 virus around the world, which increased pressure on the World Health Organization in controlling and confronting the epidemic and thus the need for the role of relationship management increased general public to achieve the desired goals, and here lies the problem of the study in the central question, which is as follows: What are the methods of practicing public relations in the World Health Organization to combat the pandemic (Covid_19)?

Study questions:

1/ what is the nature of public relations? What is its importance and effectiveness for organizations?

2/ what are the methods and methods used by the Public Relations Department of the World Health Organization in many countries? And to what extent does it apply its administrative functions to fight the Covid _ 19 pandemic?

3 / what are the problems and obstacles facing the work of the Public Relations Department of the World Health Organization to combat the Covid_19 pandemic?

Study Objectives: The study aims to achieve the following:

1/ Identify the nature, importance and various functions of public relations in organizations.

2/ Learn about the mechanism of administrative work for public relations in the offices of the World Health Organization.

3 / Learn about the methods and methods used by the Public Relations Department of the World Health Organization in several countries, as well as identifying the mechanisms of its work and application of its administrative functions to achieve its goals in combating the Corona Covid-19 pandemic.

4/ Identify the problems and obstacles that hinder the work of the Public Relations Department to combat the COVID-19 virus at the World Health Organization.

5 / Reaching conclusions and recommendations that serve the scientific study.

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The importance of studying:

The importance of the study lies in the importance of the subject itself in that it addresses an important issue in public relations and the methods of its practice in the organization to combat the (Covid_19) pandemic, and its importance also highlights the extent to which it keeps pace with current events in the world from the outbreak of the (Covid_19) crisis and its various challenges and repercussions, as it sheds light on the The most present and effective organization in the critical period in which the world is experiencing is (WHO), and it also benefits researchers and scholars in this field to the same degree, and thus enriches libraries with study in order to achieve scientific benefit.

Study Approach:

The researcher followed the descriptive approach in this study, because it is considered one of the most important and appropriate approaches that are suitable for media research.

The descriptive approach is defined as the way or group of methods through which researchers are able to describe the scientific phenomena and the circumstances surrounding them in their environment and the scientific field to which they belong, and visualize the relationship between them and other phenomena affecting and affected by them, as well as the form of the relationship between their variables using the methods and tools of scientific research that It suits the goals that researchers seek to achieve by using this method. (Al-Tai, 2007:95)

It is concerned with studying facts about existing phenomena and events by collecting data and information and analyzing it by extracting its implications. It aims to study (methods of practicing public relations to combat the Corona pandemic (Covid_19).

Study tools:

The researcher used a number of tools and research methods that serve the study, such as a questionnaire, in order to collect quantitative data, which is distributed to a selected sample of workers in the field of public relations in the World Health Organization to answer questions that clarify their views on the nature of

administrative work and their methods of practicing public relations in the organization.

1/ Note:

The researcher used scientific observation to reach an interpretation and analysis of some of the situations that she inferred during the period of her study.

Observation is defined as: the careful consideration of phenomena and accidents with the aim of explaining them, discovering their causes, and arriving at the laws that govern them.

It is also known as observing and closely observing a certain behavior or phenomenon, recording observations about it, and using appropriate study methods for the nature of that behavior or phenomenon in order to achieve the best results and obtain the most accurate information. (Al-Sharif, 1996:118)

2/ Questionnai

It is a tool that includes a set of questions or news statements that the examinee is asked to answer in a manner determined by the researcher according to the purposes of the research.

It is also a means of collecting information related to the subject of the research by preparing a form to be filled out by a representative sample of individuals, and the person who dictates the form is called the respondent. The researcher will also use the scientific interview in order to conduct an interview with one of the public relations officials in the organization in order to reach opinions and facts that serve the study and then come up with well-studied scientific results.

3/ Inerview

It is a meeting between the interviewer (the researcher or his representative) who asks a set of questions to the responding persons face to face, and the researcher or interviewer records the answers to the forms.

It is an oral, usually direct, telephone, or technical method of data collection, during which an individual or expert is asked about information that is not usually available in books or other sources. (Ghoneim, 2000: 81 - 112)

Concepts and Terminology

1/ Public Relations Department:

It is the function of the planned continuous administration in which public and private institutions and organizations seek to gain the understanding, sympathy and support of the masses they concern and maintain the continuity of this understanding, sympathy and support, by measuring the public head to ensure that it is as compatible

as possible with its policies and activities, and to achieve more creative cooperation and effective performance of common interests Using mass media scheme.

As for the procedural definition of the Public Relations Department: It means any department or department in the research sample institutions under the name of Public Relations.

Public Relations Practitioners: Defined as a person who practices a specialized profession, job or work style. (Al-Luqmani, 2020: 154)

Procedural definition of the practice of public relations: The researcher defines public relations practitioners as all employees who work in the public relations profession in the World Health Organization, specifically at its offices in the member countries of the Regional Office for the Eastern Mediterranean in addition to the headquarters in Switzerland.

2/ Corona Pandemic (Covid_19)

It is a global epidemic that appeared in China and spread throughout the world, and the name came from the first two letters of (Corona virus disease), which means the Corona virus, which is the name given by the World Health Organization to it and the number 19 symbolizes the year of the emergence of the disease. (Abu-Abaya, 2020: 154)

3/ WHO:

It is known as the steering and coordinating authority of the United Nations system in relation to health at the international level, with WHO staff working through offices in more than 150 countries foreign, together with governments and other partners, to ensure that all people enjoy the highest attainable standard of health, regardless of race, religion, gender, political belief, economic or social status. www.who.int

Previous studies

The first study:

It came under the title: (The Role of Public Relations in International Non-Governmental Organizations in Managing the Syrian Refugee Crisis in Jordan), a field study.

It aimed to identify the role played by public relations in international non-governmental organizations in managing the Syrian refugee crisis in Jordan from the point of view of the Syrian refugees. The study consisted of a questionnaire and an interview as two tools for collecting the required data. The study sample consisted of (128) refugees from the public of organizations, and (50) public relations practitioners from the employees of international non-governmental organizations.

The study found that (2.38 percent) of the refugees in the study sample are not satisfied with the services provided by international non-governmental organizations, and that (60.1%) of them revealed their satisfaction with the quality of the service provided, while the study revealed that (71%) were not Satisfied with the delay in responding to their requests, it also found that (72%) of the practitioners in the study sample depend on the Internet as a source of information and (98%) of them use personal communication methods more than other means of communication, and the study showed that there is no statistically significant necessity The level of refugee satisfaction is attributed to demographic factors. (Al-Jamanah, 2016)

Second study

It came under the title: (Methods of using the Public Relations Department for electronic media in times of crisis) a field study on a sample of private institutions in the Makkah region, which aims to identify the methods of using the Public Relations Department for electronic media in times of crisis in private institutions, and the current study community consists of private institutions In the Makkah region, the sample was selected using the available sample method, which was applied to (96) individuals who practice public relations in private institutions in the Makkah region, and the questionnaire was used as a tool for collecting study information and data.

The most important results of the study were as follows:

- 1/ The majority of public relations practitioners agreed that the institution's use of electronic media came in a temporary period, that is, in a period of crises and activities related to special circumstances, followed by a permanent, and then rarely.
- 2/ There are statistically significant differences in the levels of electronic media use in public relations departments (the study sample) and the stages of the crisis (before - after - during).
- 3 / There are statistically significant differences in the levels of public relations practitioners' use of institutions, the study sample, for electronic media according to years of experience. (Al-Luqmani, 2020: 595)

Commenting on previous studies:

The two previous studies are similar in their use of the questionnaire as a tool for data collection, which is what the researcher relied on in her study, and the similarity also lies in terms of dealing with the issue of public relations, but in different ways and angles. As for the differences between the current study and the two previous studies, the current study focuses on the methods of practicing public relations to combat the Corona pandemic (Covid _ 19), while the previous two studies included different fields, and also the two previous studies differed from the current study in the time of

application of the study as well as the place of application, and also differed The current study

As for the previous two studies, it was applied to more than one country, unlike the two previous studies, which were applied to only one country.

The current study was characterized by being contemporary and keeping pace with the current era of the outbreak of the epidemic around the world and its various repercussions.

The limits of the study:

Spatial boundaries:

The researcher applied her study to the World Health Organization for some member countries of the Regional Office for the Eastern Mediterranean, in addition to its headquarters in Switzerland.

Time limits:

The researcher studied the methods of practicing public relations in the organization in a period extending from (2019 - 2021).

The researcher chose the mentioned period because it is the period in which the world is witnessing the catastrophe of the Covid _ 19 virus and its various challenges and repercussions, and also because it was contemporary with the study.

The nature, importance and various functions of public relations for organizations

The concept of public relations

The definition of relationships varies according to their functional mission and according to the opinion of the definition and his view of their mission, as some definitions of public relations focus on the communicative aspect, while some focus on the administrative aspect and others focus on the administrative and communicative aspects, and most of the definitions of public relations agree that it is an administrative and communicative function at the same time. , and the definition of public relations is beset by many difficulties for the following:

1 / The reasons for public relations, modern science and art composition.

2/ The inability to determine the content of the words, as the term public relations refers to three different meanings, and may be used as an alternative to it. These meanings are: media, communications and public affairs.

3/ The term public relations includes two main pillars:

A / Theoretical concept: which is that public relations is a philosophy of management.

b/ Applied concept: any means used to achieve that philosophy.

4/ The applied concept of public relations includes more than one meaning

A/ It may mean the policies and procedures through which the organization maintains the satisfaction and support of its masses.

B/ It may also mean media activity directed at gaining the support of the organization's masses by explaining and clarifying its work. (Hafez, 2009: 13)

As for the International Public Relations Association, it has come to the following definition: that public relations is the function of continuous and planned management in which private and public institutions and organizations seek to gain understanding, sympathy and support of the masses they concern, by measuring the direction of public opinion and the continuation of this understanding and sympathy to ensure its compatibility as much as possible with its policies and activities, achieving more creative cooperation and effective performance of common interests using the planned comprehensive media. (Ajwa, 2000: 22)

The origin and development of public relations

Public relations as an activity is as old as human beings. People have practiced it since ancient times as a means to achieve understanding and cooperation with the rest of the society in which they live. Throughout history, leaders and leaders understood the importance of influencing the public opinion of the public by convincing them of their ideas and opinions. The kings of Babylon had newspapers in which daily incidents were recorded and instructions were directed through them. King Hammurabi used to invite his workers and employees in the regions to come to Babylon on holidays and special occasions. During the wheat harvest feast, he broadcasts his orders and instructions throughout the kingdom. The Assyrians also used clay tablets that include catalogs that narrate the events of their victories and what their armies did to the enemies and display them in their halls and streets.

As for Greece, their leaders had the ability to convince the public of their opinions and ideas through rhetoric and free discussions in which all citizens participated, and the Romans continued in the same way, as leaders were in charge of convincing the public through rhetoric and others with the aim of choosing them as representatives of the people in Parliament at the time, and during that period orators appeared

Known people in history such as Cicero, Mark and Antonio, and among the ancient Egyptians, the inscriptions in the temples abounded with the war victories of the rulers, and in times of peace the media was directed to religious and social purposes. As for Islam, it is concerned with the human being, his dignity, his thoughts and desires, and therefore we find that the Islamic call did not take the approach of compulsion, but rather relied on evidence, persuasion and argument in its dissemination. Entering into Islam.

As for public relations in the modern era, it can be said that it originated in the United States of America at the beginning of the twentieth century by its pioneer Lvy Lee, who began his life as a press reporter in 1903, and then turned to work as a public relations consultant in an anthracite industry in 1906 and meanwhile It happened that the miners went on strike until the management responded to their demands. The director of the factory at the time refused to give the press any information regarding the strike and succeeded in convincing the factory manager to change his position and provide the press with all the required information. (Taleb, 2019: 16-18)

The importance of public relations for organizations

Public relations are linked to human gatherings, and therefore, they are as old as those gatherings and the oldest human formation for any gatherings he lived in and relied on to achieve his desires and needs, and it can be said that it depends on private practices within the social life itself. For the continuation of life and coexistence between humans and the satisfaction of the basic requirements of the human being. In the event of an understanding or communication, the human or human community can crack or collapse as a result of the lack of understanding or communication between its members and their agreement on the simplest terms and rules of life and communal coexistence.

Public relations, in particular, to achieve understanding and rapprochement and to find familiarity and harmony between individuals. (Al Bakri, 2014:5)

Public relations has grown as an administrative concept and an institutional work rapidly in the past fifty years, and this was an inevitable result of developments in modern society and the increasing power of public opinion, as relations between individuals in the facility became one of the most important components of its development and growth. The importance of public relations programs can be clarified by explaining some of what public relations can achieve for man, society and organizations in the following aspects:

1/ Preparing public opinion to accept new ideas and opinions and creating an audience that supports and supports the bodies, organizations and organizations, in a way that strengthens the links between these bodies and the masses, which helps the cohesion of society.

2/ Public relations work to instill and support social responsibility among the masses, and this helps society and organizations to face obstacles that prevent the achievement of development and stability in society.

3 / Achieving public relations for the public of internal organizations, human services as a group, in a way that benefits them and ensures that they achieve social care and complete justice, and creates decent living methods for the employees of the bodies, and therefore this helps to spread the spirit of reassurance in their souls.

4/ Public relations activity achieves the necessary human adaptation between organs, bodies and the masses, because it contributes to achieving the social function of the organization. (Hariri, 2015: 11)

Public Relations Jobs in Organizations

Determining the functions of public relations in any organization is very important, especially since the confusion has reached that it is the job of every individual in the institution, and some researchers believe that any individual in any organization as long as he deals with the public of this institution must practice public relations and that does not come through His practice of public relations functions, but rather through his cooperation with the Public Relations Department to achieve its objectives, but if it comes to public relations functions, it must be identified and those responsible for them should be identified.

Where Dr. Muhammad Farid Al-Sahn points out that there are those who believe that public relations performs a set of functions that can be explained through three main axes: .

* Its functions for the public in general, such as introducing the organization, its production and work, explaining its policy, and helping the public to form a sound opinion.

* Its functions for the organization as a whole are to provide the organization and developments at the level of public opinion and to protect it from any attack on it as a result of spreading allegations.

* Its functions in relation to the management of the organization by examining all the issues of concern to the higher management and helping it to communicate between other administrative levels.

Bernays sees that public relations have three historical functions: informing, persuading and integrating people, which leads to their adaptation to groups on contact between other administrative levels. As for Philip Leslie, he identified these functions in 4 axes:

* Advice and advice. * media.

* Research and analysis. * Building and supporting comprehensive trust. (Al-Jubouri, 2016: 43_ 44)

Public relations have different functions with different objectives, there are jobs that are practiced at the national level, and there are jobs that are practiced at the level of the organization.

Public relations activity in organizations

Public relations activities in organizations are as follows:

* Introducing the objectives and policies of the organization or body, and strengthening the relationship and cooperation between it and the citizen in order to reach the desired goal.

* Studying the positions of public opinion, and conveying the desires and demands of the public to its officials, in preparation for finding solutions to them, and meeting them according to what the possibilities allow.

* Taking care of personnel affairs within the organization or body.

* Liaising with counterpart bodies and organizations to achieve the best form of cooperation with them both internally and externally.

* Issuing printed, audio and visual media materials related to the activities of the organization or body. * Exchanging introductory materials for the organization or institution with counterparts and distributing them at home and abroad.

* Documenting all that is published by the mass media at home and abroad.

* Organizing official and private visits.

There are other areas that include economic, social, productive and charitable institutions, professional and political organizations, and others, which do not differ in terms of public relations programs and activities from the aforementioned.

It is noticeable today that public relations in Western countries are used as a means of strengthening unity, increasing cohesion and understanding between peoples, as well as developing human and economic capabilities. Perhaps Western countries, especially the European system and the United States, have realized early that the greater the cultural, scientific and technical progress in any country, the greater the role of Popular diplomacy in it and directed towards the establishment of associations and bodies concerned with public relations, and therefore it was necessary for these countries to seek to strengthen their government institutions with special sections for public relations that enjoy all powers and are equipped with the latest capabilities that help them perform the role entrusted to them. (Awad, 2019:53_55)

Administrative work of public relations in the offices of the World Health Organization

Public relations is a vital administrative function, as it represents the beating heart of the organization, especially in light of the current circumstances in which the world is experiencing the Covid-19 crisis and its spread between countries, and even its crossing of continents and its control over the world, which made governments and countries in confusion and a complete halt to the nature of life, which was for the organization Global Health, headed by the Public Relations Department, played a major role in this. It has set several priorities in its programs to achieve the organization's requirements towards society in the face of the Corona Covid-19 pandemic, by setting plans that would reduce infection rates and the risk of infection.

Then controlling it, and from here comes the role of public relations in that it conveys the organization's directions in terms of precautionary measures, laws and controls that limit the rapid spread of the disease to the relevant and concerned parties, as the organization does not specialize in health sectors such as hospitals and health facilities only, but also in all different ministries such as ministries of education, ministries of transport, or The Ministry of Information and other various ministries.

Therefore, public relations have a major role in communicating decisions related to the disease that the organization issues in cooperation with governments to the various ministries and sectors through communication and communication among them, as it serves as the official spokesperson for the organization.

The Ministry of Information, for example, has employed the programs it offers through its various means in raising awareness and guidance on disease and ways to prevent it, as well as refuting the rumors circulating on social media sites, which would create panic and fear among society and others, based on the recommendations of the World Health Organization, and in light of the media role Pioneering in the face of the virus, public relations has been keen to employ new media in a way that contributes to developing the performance of its administrative work and then achieving what the organization aspires to in eliminating the virus, as it concluded agreements and initiatives with sites with a great media reputation, including social networking sites such as Facebook, WhatsApp and others. High activity or increasing demand among people, by providing a large part of awareness in the health field, and responding to the private inquiries of followers regarding the disease to raise the dose of health and educational awareness for the community and strengthen ways to prevent it to maintain public safety

Problems and obstacles that hinder the work of the Public Relations Department in the offices of the World Health Organization:

The administrative work of public relations may encounter several obstacles that hinder its progress in order to achieve the objectives of the organization in combating the Covid_19 pandemic, which are concentrated in several matters, namely: Language, which is a major obstacle to public relations' career work in carrying out its activities and communicating with the public, as well as the lack of qualification of cadres. Working in the required manner that elevates administrative work, as it is always exposed to technical errors, so there must be experts specialized in the fields of Technology and websites, to keep pace with the development and changes in the world, especially during the pandemic. It hinders the effectiveness of the organization's activity and the slowness of administrative transactions to obtain approvals, such as: the organization's administrative rules are not suitable for content in some countries. The researcher notes that the majority of administrators working in public relations in the offices that have been studied share in the lack of sufficiently qualified cadres, as well as the media pressures that the organization is exposed to in the outbreak of the disease and the attempt to control it and the challenges it faces as a result.

(An interview with Professor Nayef Othman, Public Relations Officer at one of the WHO offices, on December 20, 2020)

Field study

Study community:

The study population of workers Public Relations Department, World Health Organization some member states of the Regional Office for the Eastern Mediterranean of the 12 States, in addition to the headquarters of the Organization in Switzerland was distributed form electronically in Arabic and English consists, managed researcher to obtain 32 form from the following countries mentioned, namely: Saudi Arabia Bahrain, Kuwait, Syria, Jordan, Palestine, Egypt, Sudan, Somalia, Djibouti, Pakistan, Afghanistan, Switzerland.

The study sample:

It is a selected sample of the research community, selected by a comprehensive inventory method, and it consists of all employees of the Public Relations Department of the World Health Organization for the member countries of the Regional Office for the Eastern Mediterranean.

To verify the apparent validity of the form, it was presented to a group of arbitrators in the field of media and public relations, and then amended the form according to the observations they made until it became in its final form. For the study tool, the

researcher applied the questionnaire in the field to the sample consisting of (32) administrative employees working in the field of public relations in the offices of the World Health Organization in several countries. The researcher used to find correlation coefficients the statistical program (spss)

Table No. (2): It shows the Pearson correlation coefficients for the paragraphs of the questionnaire axes with the total score

for the axis to which it belongs.

The nature of the practice of public relations functions in the organization		Methods of practicing public relations activity at the World Health Organization in light of the outbreak of the Corona 19 pandemic	
correlation coefficient	Ferry number	correlation coefficient	Ferry number
.896**	1	.804**	1
.907**	2	.818**	2
.953**	3	.804**	3
.901**	4	.825**	4
.938**	5	.925**	5
.890**	6	.839**	6
.953**	7	.919**	7
.955**	8	.847**	8
.951**	9		
.941**	10		
.970**	11		
.970**	12		

The above table shows that the values of the correlation coefficient of the study tool's paragraphs with the total degree of the axis to which it belongs are statistically significant at the level of significance (0.01) for all the axes paragraphs.

- Stability of the study tool:

To measure the stability of the study tool, the researcher used (Cronbach's alpha equation)

Table No. (2): shows Cranbach's alpha coefficient to measure the stability of the axes of the study tool

ثبات المحور	عدد العبارات	المحاور
0.94	8	أساليب ممارسة نشاط العلاقات العامة بمنظمة الصحة العالمية في ظل تفشي جائحة كورونا 19
0.99	12	طبيعة ممارسة وظائف العلاقات العامة بالمنظمة

It is clear from the above table that the stability coefficient of the axes of the study tool ranged between (0,94 and 0,99), which indicates that the study tool has a high degree of reliability that can be relied upon in the field application of the study.

Analysis of the data and draw conclusions and discussion:

Table No. (1) Shows the type

The ratio	Repetition	Phrase
59.4	19	Male
40.6	13	female
100.0	32	Total

It is noted from Table (1) that most of the study sample members are males, with a percentage of 59.4%, and 40.6% of females.

Therefore, the percentage of males working in public relations offices exceeds the percentage of females.

Table No. (2) Shows age

The ratio	Repetition	Phrase
59.4	19	From 30 to less than 40 years old
31.3	10	From 40 to less than 50 years
9.4	3	From 50 to less than 60 years
100.0	32	Total

It is noted from Table (2) that the age group from 30 to less than 40 years is the highest percentage of other age groups with a percentage of 59.4%, followed by the group from 40 to less than 50 years with a percentage of 31.3% and then followed by the age group from 50 to less than 60 year at 9.4%. This means that most of the administrators working in public relations in the organization consist of young age groups.

Table No. (3) Shows the academic qualification

The ratio	Repetition	Phrase
65.6	21	Academic
34.4	11	Postgraduate
100.0	32	Total

It is noted from the above table that most of the sample members are university graduates, reaching 65.6%, and the percentage of individuals above university graduates is 34.4%.

Table No. (4) Shows the academic specialization

The ratio	Repetition	Phrase
9.4	3	media

78.1	25	Management
3.1	1	Sociology
3.1	1	public health
3.1	1	psychology
3.1	1	political science
100.0	32	Total

It is noted from the above table that most of the sample members are from the administration specialization, with a percentage of 78.1%, followed by the media specialization, which reached 9.4%, and then some disciplines such as sociology, public health, psychology and political science participated in a percentage of 3.1%, so the researcher concludes that most of the workers In the organization's public relations are administrative specialties.

Table No. (5) shows years of experience

The ratio	Repetition	Phrase
6.3	2	Less than 5 years old
31.3	10	From 5 to less than 10 years
40.6	13	From 10 to less than 15 years
9.4	3	From 15 to less than 20 years
12.5	4	More than 20 years
100.0	32	Total

It is noted from Table No. (5) that most of the study sample members whose experience belongs to the category from 10 to less than 15 years at a rate of 40.6%, and then to the category from 5 to less than 10 years at a rate of 31.3%, and as for the

category whose experience has reached more than 20 years, it reached Their percentage is 12.5%, followed by the category from 15 to less than 20 years, where their percentage reached 9.4%, and then the category of those less than 5 years of experience, where their percentage reached 6.3%. The researcher notes that the percentages are different, but they are somewhat close, and this confirms the All public relations personnel in the organization have years of experience.

Table No. (6) Shows the country in which you work

The ratio	Repetition	Phrase
12.5	4	Egypt
9.4	3	Jordan
9.4	3	Somalia
9.4	3	Afghanistan
9.4	3	Pakistan
9.4	3	Syria
9.4	3	Palestine
6.3	2	Sudan
6.3	2	Saudi Arabia
6.3	2	Djibouti
6.3	2	Switzerland
3.1	1	Bahrain
3.1	1	Kuwait
100.0	32	Total

It is noted from the above table that the highest percentage came from Egypt, reaching 12.5%, followed by several countries such as Jordan, Somalia, Afghanistan, Pakistan, Syria and Palestine with 9.4%, and then Sudan, Saudi Arabia, Djibouti and Switzerland participated in a percentage of 6.3%.

As for the countries with the lowest percentage, it was for Bahrain and Kuwait, which amounted to 3.1%.

Table No. (7) Shows the position you occupy in the organization

The ratio	Repetition	Phrase
81.3	26	Employee
6.3	2	Director of the Department
3.1	1	general manger
3.1	1	Department Manager
6.3	2	expert
100.0	32	Total

It is clear from the above table that most of the sample members are employees, with a percentage of 81.3%, followed by the participation of department managers and experts at a percentage of 6.3%, and then general managers and directors of the administration participated in a percentage of 3.1%.

Table No. (8) Shows whether you have received training courses

The ratio	Repetition	Phrase
100.0	32	yes
0	0	No
100	32	Total

It is clear from the above table that all sample members received training courses by 100%, which means that all public relations employees of the organization have received training courses.

Table No. (9) Shows if the answer is yes, what field did you receive in the training

The ratio	Repetition	Phrase
25.0	8	Public relations
6.3	2	Planning and Follow-up
6.3	2	Evaluate opinions and management
6.3	2	media arts
46.9	15	computer
3.1	1	Work area
3.1	1	Admin help
3.1	1	graphic design
100.0	32	Total

It is noted from the above table that most of the sample members received training in the field of computers, where the percentage amounted to 46.9%, and then followed by the field of public relations with a percentage of 25.0%, and then some of the sample members participated in training them in various fields such as planning, follow-up, evaluation of opinions, management and media arts at a rate of 6.3% As for the lowest percentage, some respondents participated in areas such as work area, official assistance, design and graphics, where the percentage reached 3.1% .

Table No. (10) Shows I received these courses through

The ratio	Repetition	Phrase
50.0	16	The organization I work for
50.0	16	by personal effort
100.0	32	Total

It is noted from the above table that the sample members were divided in receiving the courses through the organization in which they work and between personal effort, where the two phrases got 50%, and this shows that the percentages are equal in the way they receive the courses.

Table No. (11) Shows the methods of practicing public relations activity in the World Health Organization in light of the outbreak of the Corona Covid-19 pandemic:

the extent of approval	ranking	standard deviation	SMA	Phrase
Strongly agree	6	0.85	4.28	1. The public relations work is carried out within a clear plan
Strongly agree	5	0.78	4.31	2. There is a department specialized in public relations in the .organization
Strongly agree	3	0.87	4.38	3. The use of experts recognized for their high competence in public relations
agree	8	1.02	4.00	4. The organization holds exhibitions to promote its services and activities

Strongly agree	4	0.91	4.32	5. The organization holds press conferences to announce its activities.
Strongly agree	7	0.99	4.28	6. The administrative processes and the communication process are used to carry out public relations activities inside and outside the organization
Strongly agree	2	0.67	4.44	7. The organization advertises its activities in its own publications
Strongly agree	1	0.67	4.47	8. It supervises its websites over the Internet
4.31				SMA

It is clear from the above table that the phrase “supervises its websites via the Internet” obtained the highest average for the phrase “Axis of methods of practicing public relations activity in the World Health Organization in light of the outbreak of the Corona Covid-19 pandemic among the research sample from the study community (m = 4.47).

As for the other phrases that got lower averages with the participation in the approval rates, they include: the phrase “the organization announces its activities in its own publications” (m = 4.44), and the phrase “the use of experts recognized for their high competence in public relations” (m = 4.38), the phrase “The organization holds press conferences to announce its activities” (M = 4.32), The phrase “there is a department specialized in public relations in the organization” (m = 4.31) and the phrase “administrative processes and the communication process are used to implement public relations activities inside and outside the organization” (m = 4.28), the phrase “public relations work is carried out within a clear plan” (M = 4.28), as for the phrase “the organization holds exhibitions to promote its services and activities,” it obtained the lowest arithmetic average (M = 4.00), and its approval rate is lower than the other statements that preceded it.

Table No. (12) Shows the nature of the practice of public relations functions in the organization

the extent of approval	ranking	standard deviation	SMA	units
Strongly agree	4	0.80	4.25	There are plans
Strongly agree	8	0.79	4.22	Organization plans are implemented
Strongly agree	8	0.79	4.22	The plans reflected positively on the organization
agree	11	0.92	4.16	There is research
agree	12	0.88	4.06	Research is applied in the organization
Strongly agree	6	0.75	4.22	The research reflected positively on the organization
Strongly agree	8	0.79	4.22	There is a calendar
Strongly agree	7	0.83	4.22	The calendar applies to the organization
Strongly agree	1	0.65	4.34	The calendar reflected positively on the organization
Strongly agree	4	0.80	4.25	There is a connection
Strongly agree	2	0.78	4.31	Organization contact applies
Strongly agree	2	0.78	4.31	The communication reflected positively on the organization
4.23			SMA	

It is clear from the above table that the phrase “the evaluation reflected positively on the organization” obtained the highest average of the expressions axis of the nature of the practice of public relations functions in the organization among the research sample of the study community ($m = 4.34$).

As for the other phrases that obtained lower averages with participation in the approval ratios, they include: the phrase “communication with the organization is applied” ($m = 4.31$), the phrase “the communication was reflected on the organization positively” ($m = 4.31$), and the phrase “there are plans” that agreed with The phrase “there is communication” ($m = 4.25$), and the phrases shared in their arithmetic mean ($m = 4.22$) as the phrase “plans are implemented in the organization” and the phrase “the plans reflected on the organization positively”, the phrase “research reflected on the organization positively” and the phrase “there is an evaluation” The phrases “the evaluation is implemented in the organization” and the phrases “there are researches” ($M = 4.16$) obtained the lowest arithmetic average than the other phrases previously mentioned.

Results:

The study concluded a set of scientific results in light of the objectives set, and the following is a presentation of the most important results, namely:

- 1/ The percentage of males working in public relations departments in the offices of the World Health Organization exceeds the percentage of females.
- 2/ Most of the administrators working in public relations in the offices of the organization are of different age groups, but the category from 30 to less than 40 years old got the highest percentage.
- 3 / The researcher concludes that most of the administrators working in public relations in the offices of the organization have university qualifications.
- 4/ Most of the public relations workers in the organization's offices are from administrative specializations.
- 5/ The researcher concluded that all employees in public relations departments have different years of experience, but most of them have years of experience ranging from 10 to less than 15 years, which got the highest percentage than other years.
- 6/ Most of the administrators working in public relations in the offices of the organization are employees.
- 7/ The researcher concluded that all public relations employees in the organization's offices have received training courses in various fields, but the majority of them

received training in the field of computers, which got the highest percentage of 46.9%, then followed by the field of public relations by 25%.

8/ The researcher concluded that the organization's offices follow methods to practice public relations activity in light of the outbreak of the Corona Covid-19 pandemic.

A phrase that supervises its websites on the Internet got the highest arithmetic average than others, and then several phrases got lower arithmetic averages in close proportions, which are as follows:

- . The organization announces its activities in its own publications.
- . The use of experts recognized for their high efficiency in public relations.
- . The organization holds press conferences to announce its activities.

"There is a department specialized in public relations in the organization."

The expressions that got equal arithmetic averages are:

Administrative and communication processes are used to carry out public relations activities inside and outside the organization.

"The public relations work is carried out within a clear plan."

And then followed by the phrase "The organization holds exhibitions to promote its services and activities", which got the lowest mean.

9/ The researcher concluded that the organization practices public relations functions in its administrative work to a large extent, as it focuses on the evaluation and its positive impact on the organization, which obtained the highest arithmetic average, and then followed by several phrases with lower averages, which are as follows:

"The communication reflected positively on the organization."

"There are plans" agreed with the phrase "there is communication," and the phrases shared in their arithmetic mean the phrase "plans are implemented in the organization," the phrase "the plans reflected on the organization positively," the phrase "research reflected on the organization positively," the phrase "there is an evaluation," and the phrase "there are plans." The evaluation is applied in the organization, and the phrase "there are researches." As for the phrase "research is applied in the organization," I got the lowest arithmetic average than the other phrases that preceded it.

Recommendations:

In light of the theoretical study and the results we have reached, we put forward a set of recommendations that can contribute to the development of the administrative work of public relations for organizations, as follows:

- 1/ The researcher recommends the necessity of preparing qualified cadres with specialization in the field of public relations to work in the organization.
- 2/ The necessity of seeking the assistance of experts recognized for their high competence in the field of public relations.
- 3/ The participation of technicians and researchers in developing content and searching for more innovative ways to reach different audiences and groups of society.
- 4/ Work on developing appropriate plans for the nature of administrative work and applying them in a way that contributes to achieving the organization's goals.
- 5 / The need to work on developing the administrative department, and routinely update team values and work objectives to maintain morale and then achieve what the organization aspires to in eliminating the virus and maintaining the safety of society.

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