PUBLIC RELATIONS ETHICS

DERLEME MAKALESİ

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Abstract:

The field of public relations, which has significant impacts for many institutions and organizations in relation with the society, is defined as a profession within the service industry as well. Public relations employees, who represent the private interests of institutions and organizations, find themselves in an interim location where corporate responsibilities and public responsibilities meet. Public relations employees between the institution and the community must make a balance in the decision-making process and take care of both sides. In this sense, it is important to create ethical codes that can be applied when needed in the field of public relations, to update these codes according to changing conditions and to ensure their applicability, to increase the standards of practice in the field of public relations and to increase the quality. In this study, the field of public relations application will be handled in a holistic framework in terms of ethical codes.

Keywords: Public Relations, Ethics, Ethics Codes, Public Relations Ethics

Öz: Toplumu ilgilendiren pek çok kurum ve kuruluş açısından oldukça önemli etkilere sahip olan halkla ilişkiler alanı, hizmet sektörü içinde bir meslek olarak tanımlanmaktadır. Kurum ve kuruluşların özel çıkarlarını temsil eden halkla ilişkiler çalışanları, kendilerini, kurumsal sorumluluklarla kamusal sorumlulukların karşılaştığı ara bir yerde bulurlar. Kurum ve toplum arasında bulunan halkla ilişkiler çalışanları, karar alma sürecinde dengeyi sağlamak ve iki tarafı da gözetmek durumunda kalırlar. Bu anlamda, halkla ilişkiler uygulama alanında başvurulabilecek etik kodlar oluşturulması, bu kodların değişen koşullara göre güncellenmesi ve uygulanabilirliğinin sağlanması, halkla ilişkiler alanında uygulama standartlarının yükseltilmesi ve kalitesinin artırılması açısından **önemlidir.** Bu çalışmada, halkla ilişkiler uygulama alanı etik kodlar merkezinde bütüncül bir çerçevede ele alınacaktır.

Anahtar Kelimeler: Halkla İlişkiler, Etik, Etik Kodlar, Halkla İlişkiler Etiği

Introduction

In today's world, public relations is an important field of science as well as the science has a wide application area. Both areas are affected from each other and continue their development as such. Public relations as an area of application goes back to the ancient first communities. Because the people who have power and management authority from the ancient first communities wanted to put the relations of the people with themselves in a certain order. Such public relations is basically linked to the role of the state. With the development of economy and trade over time, private initiative outside the state has also aimed to improve public relations skills. Until today, public relations has gained a significant development in both areas. However, modern public relations has acquired a unique quality, unlike all previous ones, by using scientific methods and techniques.

In this context, the development of modern public relations in recent years has been faster. In this process, the two most important factors affecting the development of the public relations profession are the developments in the field of globalization and technology. Globalization has had a decisive impact on public and private sector institutions to increase competition and to facilitate and accelerate access to information technologies. As this situation puts pressure on institutions and companies, the necessity of the approval of the social stakeholders and the public to sustain their assets makes the public relations activities more central than ever and the importance of the profession has been increasing in this environment.

The objective of public relations activities is to ensure that organizations are accurately and positively recognized by the public. These activities, which involve mass media, convey the voice of organizations to their target audience. Public relations, which is based on the interaction between organizations and their target audience, has led to debates on ethics since the day they emerged as activities (Erol, 2012).

Public Relations

Nowadays, public relations is a permanent part of organizations and has become a much more popular field of activity in recent years. However, because of its scope and diversity, public relations exhibits a complex and intricate character. Therefore, it is fed by the theories and practices of many fields of expertise such as business, media, communication and psychology (Theaker, 2004).

It is worth mentioning several prominent definitions of public relations that do not have a complete consensus on its definition. According to Wilcox et al. (2003), public relations is an administrative function that aims to create and maintain ties based on communication, understanding, cooperation and acceptance between an organization and the audience addressed by this organization; ensures that the management of the company is aware of the ideas and opinions of the public and provides appropriate

responses; stresses the need for company management to act in the public interest; predicts trends to help the company keep up with change; utilize research and moral communication techniques as basic tools. Tikveş (2005) emphasizes that public relations is a planned and convincing communication effort to influence a specific target audience. Corporate public relations involves complex promotional activities, works on issues such as the positive introduction of the organization and crisis management; financial public relations focuses on issues such as company mergers; internal communications conducts studies on communication activities and problems between employees and departments; lobbying focuses on activities on the relations of institutions with political and elite sectors.

Public relations actually comes to mean what we call human relations. It covers all aspects of relations of the public with the management. Studies such as visits, communication and briefing the public are public relations activities (Tortop & Özer, 2013). To enable the public to adopt the policy pursued by the management, to announce the activities continuously and fully to the public, to create a positive atmosphere towards the management and to know what the public thinks about the management, what the public wants from the management and to provide cooperation with the public are called public relations (Tortop & Özer, 2013). Public relations is a planned study of the management to open to the public, be affected from the public and get management's act together (Kazancı, 2016).

According to International Public Relations Association IPRA's Mexican declaration of 1978, public relations is an art and science that analyzes the trends in the social and business environment and presents the results of these, that provides consultancy services to organization leaders, and that implements action programs planned to serve both the organization and the public interest (Gregory, 2003).

Due to the failure to reach a common definition of public relations, a study conducted considering the years 1906-1976 resulted in 472 different definitions of public relations (Hutton, 1999). As a result of this study on public relations, a general definition has emerged as follows (Gordon, 1997): Public relations is a unique management function that helps to establish and maintain mutual communication, understanding, acceptance and cooperation between an organization and the public, including management of matters and problems, that helps management to inform and respond to the public, that identifies and emphasize the responsibilities of management in the sense of public interest, that anticipate trends and serve as an early warning system, that assists management in making effective use of changes, and that uses moral communication techniques and research as its main tools. After all these definitions, the common theme in public relations can be listed as follows (Kalender, 2011):

– Public relations is basically a communication function that emphasizes the bi-directional nature of the communication process.

– Public relations is related to the establishment and continuation of mutual understanding and good will between institutions and the public.

– Public relations serves as an information-gathering function that analyzes and interprets trends and issues in the surrounding, which may have potential consequences for an institution and its target audience.

Ethics

Ethics, derived from the ancient Greek word 'ethos', is often used in our language side by side or with the word morality (Tepe, 2016). Ethics is appropriate decision making and behaviour under the conditions of its current place and tradition including the current place and tradition, it is not the decision making in accordance with its place and tradition. Thus, ethics is more private, more individual and more philosophical than moral values common in community (Darly, 1994). According to some philosophers, ethics is a philosophical study of morality (Feldman, 2012). Ethics is a branch of philosophy; it is a philosophy of morality or philosophical thinking about morality, morality issues and morality judgments (Frankena, 2007).

Ethics is a sub-branch or discipline of philosophy. Ethics corresponds to the sub-branch or discipline of philosophy related to morality and moral value. At this point, we can describe morality in the most general way as good and true living (Cevizci, 2014). According to Cevizci (2014), it can be said that morality is a system of action rules, norms and values created to regulate the behaviour of people and their relations with each other. According to Özlem (2010), morality is arranged according to the values, command, norms and prohibitions of a certain person or a community of people in a certain historical period, such as tendencies, thoughts, beliefs, traditions, customs, traditions and the like; in this sense, it is called a traditional, settled way of life.

Ethics has been defined as a systematic attempt to make sense of our individual and social moral experience, to determine the rules that ought to govern human conduct, the values worth pursuing, and the character traits deserving development in life (De George, 2009). According to Weaver (1997), the ones that suits to ethics are also of high quality. In this sense, countries now spend more time on ethics and implementation. More disciplinary committees are established. Some national organizations are undertaking attempts to obtain a legal basis that would empower those who violate ethical principles (Lloyd, 1998).

Ethics is about human actions. Nevertheless, it is not a characteristic theory of action, because the primary subject of ethics is not any human activity, action and behaviour but the moral ones, it emphasizes morality first. Ethics is questioning the qualitative situation that makes an action morally good, and in this context: it deals with concepts such as morality, good, homework, necessity, permission and so on (Pieper, 2012). Therefore, it is seen that there is transitivity between ethics and morality concep-

ts and that they are used interchangeably from time to time despite differences and similarities between them. In this context, we will use these two terms in the same sense.

Professional Ethics

A profession is defined as a vocation that one must fulfil to make a living. For a job to be considered a profession, it should possess a certain technique and a set of values (Ertekin, 1987). An occupation should have the following factors to be considered a profession (Aydın, 2010):

– A field of profession satisfies an essential need of society.

– A profession is an occupation performed not only for self-fulfillment but also for promoting the welfare of others.

– A profession is based on specific knowledge and skills acquired through systematic training.

– Professions develop a body of unique techniques through research and experiments.

– A profession is an occupation that one does to make a profit.

– Each professional group has certain values and professional code of ethics by which all members agree to abide.

Professions and society have a very special relationship. The reciprocal benefits enjoyed by a profession and society suggest that there is a kind of social contract between that profession and society. The contract constitutes the moral basis of the relationship between the profession and society and indicates that those engaged in that profession have a special moral responsibility to society (Arslan, 2012). Ethics is a basic values system which keeps the entire society together. All other systems of society should, therefore, function in accordance with ethics (Özgener, 2009). Society and people have a right to expect the business world to act ethically. It is the laws, regulations and decisions of professional organizations that define the codes of ethics and professional conduct. Members of a profession and organizational management are primarily responsible for professional conduct. Management is expected to solve certain ethical problems (Kutlu, 2013). The conduct of a member of a profession concerns his/her colleagues after a certain point. Misconduct does not only bring the perpetrator into disrepute but also undermine public confidence in that profession. However, the entire society loses when a profession loses its dignity because all professions are indispensable to social life. Professional ethics is based on the principle that each member of a profession should be as good as possible (Başpınar & Çakıroğlu, 2014).

Professional ethics refers to the sum of ethical principles and standards that guide professional conduct. It is a set of professional principles that gives orders to members of a profession, makes them act according to certain rules, limits their personal

tendencies, excludes inadequate and unscrupulous members from the profession or imposes sanctions on them, organizes professional competition and protects the ideals of service (Kutlu, 2013). Professional ethics is concerned with right and wrong professional conduct. Professional ethics expects professionals to be honest in all their relationships, keep their words, respect nature and people, treat fairly and fight against injustices (McHugh, 1992). In addition, honesty is one of the main factors of trustworthiness in communication (Işık, 2013). Professional ethics can be defined as the rules of conduct that should be complied with in professions that directly involve people. One of the most important aspects of professional ethics is that no matter where they are, members of the same profession should abide by the codes of conduct of that profession (Kuçuradi, 1988). In short, professional ethics encompasses the principles and standards that shape the codes of conduct in any area. Durkheim states that each profession has its own professional ethics. The principles of professional ethics refer to a structure that appeals to the conscience of professional members, does not impose criminal sanctions in contrast to the rules of law, and bans from profession in case of deviation from the principles of professional ethics. This shows the personal aspect of the principles of professional ethics. However, the principles of professional ethics are the work of the ethics of professional groups rather than of individuals (Durkheim, 2006).

Nowadays, there is a growing interest in professional ethics due to the increase in the number or awareness of ethical problems in some professions (Tepe, 2000). There are numerous answers to the question "Why do we need professional ethics?" (Kutlu, 2013):

– The rapid increase in the world population leads to an increase in demand for jobs. Inadequate job opportunities may cause the unemployed and the poor to resort to social and political violence to get a share of the wealth and thus threaten civilization.

– After all, new biological and military technologies are controlled by the business world. If they are not handled with a certain ethical responsibility, they may pose a threat to the world.

– With globalization, people from different backgrounds work together in multinational companies, which leads to new ethical problems. In such an environment, people should understand and respect each other.

– The increasing global demand for democracy and human rights highlights the significance of those principles in business life. There should be no racial, language, religious and gender discrimination in business life.

– The business world needs to be more sensitive to environmental pollution.

– The effect of religions on the cultures and values of the business world is being investigated by the discipline of work ethics.

– Developing countries should strive for a more environmentally friendly economy.

It is important to determine the principles of professional ethics. However, these principles alone do not guarantee moral decisions. The following factors should be taken into account to implement these principles (Arslan, 2012):

– To develop enriched in-service training programs with cases involving ethical issues

– To have an effective punishment system to prevent misconduct

– To make sure that employees are aware of the penalties for misconduct

– To determine the effect of colleagues and superiors on ethical conduct

– To establish an ethics committee to develop policies and rules

– To develop a list of ethical policies and principles

The advantages of principles of professional ethics are as follows (DeSensi & Rosenberg, 1996; cited in Aydın, 2012):

– They create colleague pressure, facilitating ethical conduct.

– They provide the members of a profession with a more consistent and decisive guidance about right or wrong conduct.

– They provide guidance on proper conduct in uncertain situations.

– They check and balance the autocratic power of managers or bosses.

– They define the social responsibilities of organizations and motivate them to operate accordingly.

– They ensure that the interests of organizations or professions are protected.

In terms of professional principles and ethics, public relations practitioners have undertaken the following responsibilities (Seib & Fitzpatrick, 1995):

– Responsibility to society: In their works for their customers, public relations practitioners should not act against the public interests, should not give or allow others to give misleading messages or information.

– Responsibility to media: Public relations practitioners should refrain from attempts to harm the freedom and dignity of the press in their relationship with the media and should respect the right of the media to know and the duty to inform the public and the Ethical Principles of Media.

– Responsibility to customers: Public relations practitioners should live up to the highest standards when it comes to service and keep the professional secrets of their current or previous customers as long as they are not contrary to public morality and law.

– Responsibility to employees: The professional ethics principles of the Communication Consultancies Association of Turkey (IDA) bear significance for public relations practitioners because those principles stipulate that public relations companies are obliged to protect the rights and interests of their employees and to support their activities for educational and developmental growth in terms of their career.

– Responsibility to occupation: Public relations practitioners should avoid committing misconduct that might jeopardize the dignity of the profession of public relations and should instead focus on good conduct that maintains or even raises the prestige of the profession.

– Responsibility to colleagues: Public relations practitioners should bear responsibility towards their colleagues and avoid behavior that might offend them.

Public Relations Ethics

It is not easy for people to set aside their cultural differences and meet at a common point and get along within certain rules. However, each person has its own codes of conduct that express what is right and proper, and they become rules. In this sense, there emerges a discipline of ethics that is very much intertwined with the discipline of public relations (Sabuncuoğlu, 2016). Putting forward ethical considerations within the scope of public relations assumes increasingly more important and receives more attention (Gülsünler, 2013).

Since globally public relations is a profession based more on "talking" rather than "working," the issue of ethics has been a topic of discussion regarding public relations activities. Each sector approaches public relations from its own perspective instead of assign professionals, resulting in different perceptions of public relations and unethical tendencies in practice. The on-going relevance of ethical studies in public relations and emergence of new organizations make this issue more profound. However, it makes it difficult to create a set of principles. Undoubtedly, the requirement of technological advances, globalization and other trends to take different facts into consideration also plays a role in this (Erol, 2012). The prevalence of unethical behavior despite the longing for a moral world leads to an increased interest in ethics. As in all other professions, public relations and advertising sector is engaged in activities to change the perceptions, attitudes and behaviors of target groups, which indicates the importance of the issue of ethics (Sayımer & Yayınoğlu, 2007). The interest in ethics did not increase by itself. Debates begin with the increase in the number of associations. The reason for the debates was the efforts of the profession to obtain a respectable position as in the United States because public relations has become a profitable sector, and therefore, very popular in Turkey. This popularity began to bring to mind public relations companies trying to sell companies or institutions with false images. Thus, the term public relations has been tainted as it had been in the United States before. Associations that constantly addressed ethics to shape the ideological basis of public relations

have been intensively involved in activities. They organized various meetings, panels and summits and suggested ethical committees (Erol, 2012).

Ethics has attracted the interest of public relations for four reasons (Baskin et al., 1997):

– Public relations practitioners are aware that misconduct jeopardizes the reputation of the profession of public relations.

– Public relations is the source of an organization's ethical standards, and the repository of ethical and social policies.

– Public relations practitioners have also worked hard to establish their own principles of ethics.

– As the ethical ombudsman of the target audience that they serve, public relations practitioners should be involved in activities that benefit organizations.

The prominent topics in public relations ethics can be classified based on different perspectives of the basic role of the profession. Today, the views put forward in the debates on ethics focus on three basic functions regarding the way in which the profession is practiced. The first view is that public relations is a kind of defense lawyer. According to the second view, organizations have duties to society and it proposes the bilateral negotiation model. The third view maintains that public relations is a professional vocation like other jobs, and therefore, should be approached from a professional sense of responsibility (Erol, 2012).

Ethics Codes of Public Relations

Public relations, that has quite an important influence in terms of many institutions and organizations concerning the public, is defined as a profession under the tertiary industry. Employees of public relations who represent the private benefits of institutions or organizations find themselves at a crossroads where institutional concerns and public accountability meet (Sriramesh & Vercic, 2003). Therefore, an employee of public relations should be in the position of balancing those two issues in the decision-making process. In this regard, International Public Relations Association (IPRA) founded in London in 1955 conducted a study to make a code of ethics, advance application standards of the field, and increase the quality and productivity of service for practical guidance in Public Relations application field. This study which resulted in codes of ethics approved in 1961 have been adopted by many organizations.

According to Walle (2003), five associations -PRSA (Public Relations Society of America), CPRS (Canadian Public Relations Society), PRIA (Public Relations Institute of Australia), PRINZ (Public Relations Institute of New Zealand) and PRISA (Public Relations Institute of Southern Africa)- have formed the ethical rules of public relations in all over the world. These codes consist of various written rules and describe

how the practitioner should behave 'ethically' in their daily activities. All these codes were derived from the Athens Code and developed in 1965 by the International Public Relations Association (IPRA). Declaration of Athens of IPRA is the first written basic law of the Public Relations profession. These codes are still in use and important. Many unofficial Public Relations organizations in various countries made a set of rules about what ethics mean in practice which is later reproduced from Athens Law developed by IPRA.

Athens Law deals with public relations employees contributing to the supply of intellectual and social needs as an efficient force that can contact anyone in the world. These ethic codes updated in 2011 made it possible to support for Venice, Athens, and Brussels principles and bring them together under a single code of ethics. In the consolidation of IPRA work ethics, criteria such as United Nations Declaration in which basic human rights were determined, Universal Declaration of Human Rights, protection of the interests of all stakeholders by encouraging the free flow of information, public relations employees being careful in respecting the professional and ethical rules of conduct, public relations employees making an extra effort to protect their reputation against digital media that may contain misleading information, not violating the privacy of individuals, customers, employers, and colleagues have been based and the codes below were created (İspir et al., 2015):

– Observation: Observing the principles in the Charter of the United Nations and Universal Declaration of Human Rights,

– Integrity: Keeping and assuring the trust of those that one is in touch with by behaving right and honest all the time,

– Dialogue: Trying to create the cultural, intellectual, and moral conditions needed for dialogue and giving the right to let all relevant sides express themselves and state their personal opinions,

– Transparency: Being clear and transparent while explaining their names, institutions, and benefits that are represented,

– Conflict: Preventing possible professional benefit conflicts and informing the side that will be affected by the conflict in such an incident,

– Confidentiality: Respecting the privacy of confidential information provided to individuals,

– Accuracy: Taking all responsible steps to ensure the truth and accuracy of all information provided,

– Falsehood: Making every effort to not intentionally spread false or misleading information, exercise proper care to avoid doing so unintentionally and correct any such action as soon as possible,

– Deception: Not obtaining information by deceptive or dishonest means,

– Disclosure: Not creating or using any organization which serves for an undisclosed interest and provides unannounced benefits,

– Profit: Not selling for profit to third parties' copies of documents obtained from public authorities,

– Remuneration: In return for professional service, not accepting any form of payment in connection with those services from anyone other than the authorities of these kinds of service,

– Inducement: Neither directly nor indirectly offering nor giving any financial or other inducements to public representatives or the media, or other stakeholders,

– Influence: Neither proposing nor undertaking any action that would constitute an improper influence on public representatives, the media, or other stakeholders,

– Competitors: Not intentionally injure the professional reputation of another practitioner,

– Poaching: Not seeking to secure another practitioner's client by deceptive means,

– Employment: When employing employers from public authorities or competitors, taking care to follow the rules and confidentiality requirements of those organizations,

– Colleagues: Observing this code with respect to fellow IPRA members and public relations practitioners worldwide (https://www.ipra.org/member-services/code-of-conduct, 26.02.2019).

Turkish Public Relations Association adopts, exercises, and plays an active role in having the principles of professional ethics given below practiced properly so as to ensure the values and reputation of the Public Relations profession by conducting a similar study (http://www.tuhid.org/tuhid-meslek-ilkeleri.html, 26.02.2019).

Members of Turkish Public Relations Association:

– Believe that all individuals need to benefit from the rights in the Universal Declaration of Human Rights and practice according to the Universal Declaration of Human Rights,

– Practice the Public Relations profession in a way that does not harm public opinion on benefits,

– Care not to include contents that jeopardize children's confidence in Public Relations messages prepared to promote products about them, and influence their mental and physical weaknesses,

– Care not to have things that might jeopardize society's cultural values and beliefs both legally and morally in their professional activity by aiming to create mutual understanding,

– Care to represent the opinions of all sides fairly while performing their jobs,

– Respect confidentiality of information considered a secret as required by their profession,

– Care to have their communication based on clarity, accuracy, bilateralism, and fully informative,

– Are in harmony with principles of the Code of Intellectual and Artistic Works while working,

– Do not accept tasks that go against the principles of work ethics,

– Work to sustain and increase the reputation and prestige of their job,

– Do not behave or comment in a way that jeopardizes their colleagues' reputation,

– Respect Press Professional Principles with the media's freedom of obtaining news and informing the public,

– Explain their identity and/or the identity of the person and institution they represent according to the Transparency principle in their professional activity, considering that it is enriching, in terms of informing the public and reflecting public opinion on blogs, forums, video, and picture sharing platforms, social sharing networks and similar social media tools and platforms,

– Do not use their personal/institutional network or their secondary tasks etc. that will affect the competition unfairly in situations that require them to compete on a personal or institutional level.

Turkish Public Relations Association believes in being in solidarity and information exchange with all relative international professional associations and other professional associations that represent the Public Relations industry in Turkey, particularly with CERP, IPRA, Global Alliance, and ICCO regarding the observation of Public Relations work ethics and adopts the work ethics of these institutions (http://www.tuhid. org/tuhid-meslek-ilkeleri.html, 26.02.2019).

Conclusion

In recent years, ethics and professional ethics came to the fore with the problems arising in the profession and developments -such as the rise of consumer and environmental movements, bad performance of the public employees, increased level of education, and the emergence of new technologies- reflected in the profession. In addition to the desire for an ethical world, the spread of unethical behaviors has increased the

interest in ethics. With these developments, it has become important to define ethical principles for the professions.

Ethics, which is the principle of right and wrong behavior, is seen as the knowledge and basis of all behaviors and actions. Professional ethics is a set of principles that determine what is right and what is wrong about a profession, establishes a certain set of rules of behaviors related to that profession, and makes it compulsory to obey the rules of behaviors for the professionals, punish those who do not comply and protect the ideals of service. In this sense, every profession has its own ethical principles. Professional ethics summarizes the principles and standards that shape the actions in any field.

Public relations is to carry out human relations activities as a profession. The practitioner of this profession carries out a two-way communication activity by adopting the policy followed by the administration, publicizing the work to the public, creating a positive atmosphere against the administration and by informing the demands of the people. While carrying out these activities, as in other professional groups, ethical debates about the problems that arise in the public relations profession come to the agenda. Ethical codes, which have emerged because of these problems and debates and are renewed over time according to the requirements of the era, are of great importance for the public relations profession. As the ethical studies in public relations are kept up-to-date, the new institutions that are emerging every day deepen this issue.

Since every sector uses public relations within its own perception and does not usually employ professional experts, it may lead to a different perception of public relations and unethical tendencies in practice. Because public relations is not considered fully a profession in the world, the issue of ethics comes into question in practice. At this point, ethic mostly determines a problem as an example and situation analysis is useful. Public relations is most often accused of deceiving the masses in this way by creating false images. The public relations practitioner is thus accused of failing to give the correct information when he acts as an institution, and not acting right when treated individually. As it is obvious in this example, the public relations practitioner always undertakes to act in a corporate manner and act individually. In both cases, encountering an unethical situation may leave both the institution and the practitioner in a difficult situation. At this point, public relations practitioner should be aware of their conscience firstly and the ethical principles secondly as the necessity of being a professional.

The public relations practitioners who expert in ethics stated that they have experienced ethical issues professionally rather than taking trainings or education. Ethical professional experience must be gained over time and when young practitioners face a dilemma they often have disadvantages that have little prior experience in such cases. These professionals might make mistakes even in the best of intentions due to

unpredictable results or tasks (Bowen, 2007). The practitioner knows the key values of the public including ethical dilemmas and conducts ethical analysis to guide the organization's policies. This should be the goal of the public relations practitioner. The practitioners should consider ethical principles based on fundamental values to help them "judge the rightness of decisions" (Fitzpatrick & Gauthier, 2001). As a result, the public relations practitioner in terms of professional ethics must comply with the existing ethical/moral principles, ensure the implementation of these principles and ensure the renewal according to the requirements of the era when the difficulty of implementation is taken into consideration.

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