



Journal Website:
<https://theusajournals.com/index.php/ajps>

Copyright: Original
content from this work
may be used under the
terms of the creative
commons attributes
4.0 licence.

PROFESSIONAL ETHICAL NORMS OF PR MANAGER ACTIVITY

Submission Date: May 20, 2024, Accepted Date: May 25, 2024,

Published Date: May 31, 2024

Crossref doi: <https://doi.org/10.37547/ajps/Volume04Issue05-24>

Bakhitova Jasmina Arman Qizi
Student Of Karakalpak State University, Uzbekistan

ABSTRACT

Public Relations (PR) managers play a pivotal role in shaping the image and reputation of organizations. As such, their activities are governed not only by legal requirements but also by professional ethical norms that ensure responsible and trustworthy communication. This article examines the key ethical principles that underpin the practice of PR management, drawing on international standards and codes of conduct.

KEYWORDS

Public relations (PR), ethical norms, professional conduct, public interest, conflict of interest, Global Alliance for Public Relations and Communication Management.

INTRODUCTION

Public Relations (PR) managers hold a crucial role in shaping and maintaining the reputation and image of organizations. Their activities encompass a wide range of communication strategies aimed at building relationships with various stakeholders, including customers, employees, investors, and the general public. Given the significant influence PR managers

wield, adherence to professional ethical norms is essential to ensure responsible, credible, and trustworthy communication.

Ethical norms in PR are established to promote honesty, integrity, and transparency in all facets of communication. These principles are embedded in various professional codes of conduct, such as those

promulgated by the International Public Relations Association (IPRA) and the Global Alliance for Public Relations and Communication Management [4]. These organizations provide guidelines that emphasize the importance of accuracy, the avoidance of misleading information, and the respect for confidentiality in handling sensitive data.

A core aspect of ethical PR practice is the commitment to act in the public interest. PR managers must balance the objectives of their organizations with the broader societal impact of their communications. This involves avoiding conflicts of interest, ensuring fair and truthful representation, and promoting inclusivity and diversity in messaging. Such ethical considerations are vital in fostering trust and credibility among stakeholders [2].

The implementation of these ethical norms can vary depending on cultural and regulatory contexts. For instance, in the United States, the Public Relations Society of America (PRSA) offers a comprehensive code of ethics that guides PR professionals in upholding high standards of practice. In Europe, organizations like the Chartered Institute of Public Relations (CIPR) and the Public Relations and Communications Association (PRCA) provide similar frameworks, tailored to the specific legal and cultural environments of their regions.

This article highlights the fundamental ethical principles that guide PR manager activities. It

underscores the importance of adhering to these norms to maintain public trust, enhance organizational reputation, and uphold the integrity of the PR profession. As the field of public relations continues to evolve, ongoing education and commitment to these ethical standards remain crucial for PR managers to navigate the complex and dynamic landscape of modern communication.

There are some examples of professional ethical norms of PR manager activity which include the followings:

Accuracy and Honesty. A PR manager at a health organization ensures that all press releases and public statements about new medical treatments are backed by verified scientific research. Before issuing any communication, the manager collaborates with medical experts to confirm the accuracy of the information, thereby maintaining honesty and avoiding the dissemination of false or misleading claims.

Professional Guideline: According to the International Public Relations Association (IPRA) Code of Conduct, PR professionals must ensure that the information they disseminate is accurate and truthful.

Transparency. A PR manager for a technology company openly discloses potential risks and limitations of a new software product during its launch. This includes addressing known bugs and future updates required, rather than only highlighting the

positive features. This approach fosters transparency and builds trust with consumers and the media [5].

Professional Guideline: The Global Alliance for Public Relations and Communication Management emphasizes transparency as a core principle, advocating for clear and open communication with all stakeholders.

Confidentiality. A PR manager working with a celebrity client respects their privacy by keeping sensitive personal information confidential. Even when approached by the media with lucrative offers for exclusive stories, the PR manager refrains from disclosing any private details, maintaining the client's trust and adhering to ethical standards.

Professional Guideline: The Public Relations Society of America (PRSA) Code of Ethics stipulates that PR professionals must protect the privacy and confidentiality of their clients and employers.

Acting in the Public Interest. A PR manager at a multinational corporation advocates for corporate social responsibility (CSR) initiatives that address environmental sustainability. By promoting eco-friendly practices and engaging in community support activities, the PR manager ensures that the company's actions benefit the broader society. **Professional Guideline:** Acting in the public interest is a key ethical norm highlighted by various PR associations, including the Chartered Institute of Public Relations (CIPR),

which encourages professionals to consider the broader societal impact of their communications [3].

Avoiding Conflicts of Interest. A PR manager working for a consumer goods company discloses their personal investment in a rival company to their employer and recuses themselves from working on campaigns directly related to that competitor. This action prevents any potential conflict of interest and maintains professional integrity. **Professional Guideline:** The Public Relations and Communications Association (PRCA) Code of Conduct advises PR professionals to avoid real or perceived conflicts of interest to uphold the integrity of their practice.

Inclusivity and Diversity. A PR manager at a global fashion brand ensures that their campaigns represent a diverse range of models, including different ethnicities, body types, and ages. This commitment to inclusivity not only aligns with ethical norms but also resonates with a broader audience.

Professional Guideline: Inclusivity and diversity are increasingly recognized as essential components of ethical PR practice, with guidelines from organizations like the PRSA encouraging PR professionals to promote and reflect diversity in their work.

Fair Representation. A PR manager for a political campaign ensures that all advertisements and public statements accurately represent the opponent's positions and refrain from mischaracterizations. This

approach upholds fair representation and ethical standards in political communication.

Professional Guideline: The IPRA Code of Conduct stresses the importance of fair representation, urging PR professionals to present information truthfully and avoid misrepresentations.

Continual Professional Development. A PR manager regularly attends workshops, seminars, and training sessions on the latest ethical standards, communication strategies, and industry trends. This ongoing professional development helps them stay informed and uphold high ethical standards in their work.

Professional Guideline: Many PR associations, including the CIPR and PRCA, emphasize the importance of continual professional development to ensure that PR professionals remain competent and ethically aware.

These examples illustrate how PR managers can implement professional ethical norms in their daily activities, ensuring responsible and trustworthy communication that builds and maintains public trust.

As it can be seen that professional ethical norms are the cornerstone of effective and responsible Public Relations (PR) management. As PR managers navigate the complexities of modern communication, adhering to these norms is essential for maintaining credibility,

fostering trust, and ensuring that their practices benefit not only their organizations but also the broader public.

Key ethical principles, such as accuracy, honesty, transparency, and confidentiality, form the foundation of PR practice. These norms are codified in various professional guidelines provided by organizations like the International Public Relations Association (IPRA), the Global Alliance for Public Relations and Communication Management, and national bodies such as the Public Relations Society of America (PRSA) and the Chartered Institute of Public Relations (CIPR). These guidelines offer a universal framework for ethical PR practice while allowing for adaptation to specific cultural and regulatory contexts.

Examples of ethical PR practice demonstrate the practical application of these principles. Whether ensuring the accuracy of health information, maintaining transparency in product launches, respecting client confidentiality, or promoting inclusivity in campaigns, PR managers must consistently apply ethical standards to navigate the multifaceted landscape of public communication. Acting in the public interest and avoiding conflicts of interest are also crucial, highlighting the responsibility of PR professionals to balance organizational goals with societal impact.

Conclusion. In conclusion, professional ethical norms are vital for PR managers to conduct their activities responsibly and effectively. Upholding these standards ensures that PR practices are not only legally compliant but also ethically sound, fostering a positive and trustworthy relationship with all stakeholders. As the PR landscape continues to evolve, the adherence to ethical principles will remain a key determinant of success and credibility in the field.

REFERENCES

1. Asunta, L. (2016). The role, the goal and the soul of professional public relations: Developing a holistic model of PR professionalism (Doctoral dissertation, University of Jyväskylä).
2. Boynton, L. (2002). Professionalism and social responsibility: Foundations of public relations ethics. *Annals of the international communication association*, 26(1), 223-256.
3. Coombs, W. T., & Holladay, S. J. (2013). *It's not just PR: Public relations in society*. John Wiley & Sons.
4. L'Etang, J. (2011). Public relations and marketing: Ethical issues and professional practice in society. In *The handbook of communication ethics* (pp. 221-240). Routledge.
5. Ratković, M., Grubić, G., & Marković, J. (2012). *Ethics in Public Relations*. International journal

of economics and law: scientific magazine reflecting trends in law, economics and management, 6(6).