

The Role of Communication Activities and Public Relations in Raising Awareness of Political Participation

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Abstract:

The study aimed to familiarize itself with the role of communication activities in public relations in a randomly selected group through an online questionnaire to learn to increase awareness of political participation. The study relied on the classification of the framework of descriptive studies on the survey curriculum by distributing its 314-strong electronic questionnaire.

The scholarly confidence in the economic activities used came from public relations in political bodies to a moderate degree; the face of social media sites in the introduction regarding reliance on them in political consciousness. The study's appearance modestly plays the role of communication activities used by public relations to increase awareness of political participation. The conclusion of the study shows that cognitive, conscientious, and behavioral influences on communication activities greatly influence the degree of awareness of political participation.

Keywords: Political Awareness; Public relations; Political Participation; Social media.

Introduction:

Increased awareness of the electoral process is a key factor in raising the proportion of political participation in general and electoral processes in particular. Global electoral departments are committed to the approach of raising awareness of the electoral process in order to increase awareness among citizens of the importance of political participation in its effectiveness, including the laws of all societies. (Norris, 2001), the active participation of citizens in political life is an essential part of the process of democratization in society, as its integration into associations, non-governmental organizations, political parties and representative bodies increases the level of social and political awareness. (McCown, 2007), in particular that the question of a citizen's

political participation became a national requirement; This also contributes to integration into the political behaviour of citizens by engaging them in electoral work, which is one of the most important methods of political participation and the most influential in the making of public policy. (Halupka, 2016), the citizen, therefore, has faith that his participation in electoral work as an elector, candidate, or representative of the people in Parliament is an important contributor to his political decision-making (Milbrath & Goel, 1965).

Global political reality encompasses transformations and processes that, by their very nature, reflect the historical phase of States, the most important of which is defined as the framework for controlling the trends and policies to be pursued, considering democracy as the basis for building the pillars of countries' advancement and progress in all political, economic and social spheres. (Servaes & Malikhao, 2010), Where the concepts of democracy, their applications and the concepts of participation in political and development decision-making in all countries of the world are multiplied; Democracy is one of the hallmarks of the state's political system and an important element of its strength, in which the people's will is transformed into the creation of an elected council through the conduct and organization of the electoral process and ensuring its transparency (Condon, 2015).

The process of citizens' political participation in the selection of their representatives in Parliament through the parliamentary elections is one of the forms of political practice that plays an important role in the democratic development of any political system. In this case, there must be a framework for the two draft procedures in the parliamentary election process, namely, the principle of legitimacy in which the sovereignty of the Constitution and the law are embodied, with the introduction of a system of oversight and a comprehensive organization for the protection of the democratic election procedure, A J.2012 The Directorates of Communications and Public Relations worldwide raise awareness of the electoral system and promote communication between these bodies and civil societies of citizens, voters, parties, institutions, candidates, the media and the international community (Dimitriu, 2012), to familiarize them with political bodies and their activism, consolidate positive images of them, support elections and restore citizens' confidence in the electoral process in order to exercise the voter's right easily and facilitate the task of media professionals and observers in covering and observing the electoral process. (Kent & Li, 2020), as well as exercising political rights online in a transparent manner without misleading information, providing voters with an accurate image to participate in the electoral process with sufficient awareness without falsifying or misleading (Ruess, Hoffmann, Boulianne, & Heger, 2023).

Research problem:

The strength of society's political consciousness reflects the political forces of the States, which are the freedom that the States give their people to express their views and beliefs and contribute to shaping their political, economic, cultural, and social stability. They help unite society members with state institutions to achieve goals, avoid problems, and not waste public funds. To that end, the communication workers of the independent body for the elections must form and understand their simple capabilities with effective political participation; most of the world's laws stipulate that the awareness of voters is important for participation in political life, including the electoral process. Therefore, the problem of study can be formulated in the following main question: What is the role of communication activities for public relations in increasing the community's awareness of political participation?

The importance of Research:

It is important to study the importance of increasing political awareness and its role in building society in all its aspects as a fundamental pillar in achieving belonging and loyalty to the nations. Elections are important to the world's people, especially the parliamentary elections. Elections in Parliament shall be commendable in activating political behavior and acting two of the most important methods of political participation, the multiplicity and power of elections. Levels of transparency, impartiality, and impartiality in managing different electoral processes. The importance of the study here is reflected in the decrease in the proportion of many people participating in the various elections with political participation.

Research Objectives:

The study's objective is to identify the extent of the role of economic activities in public relations in raising awareness of the elections and increasing the political awareness of citizens of political participation, which is a significant objective. Several objectives are as follows; Habits and patterns of citizens' exposure to communication activism in the independent body of elections and how political awareness of them; The degree to which people rely on activities in electoral bodies is an increase in their awareness of political participation.; Contact activities used help increase awareness of political participation or not; The reasons why citizens rely on contacting activities in elections to increase their awareness of political participation.

Research Questions:

1. What is the role of public relations communication activities in increasing citizens' awareness of political participation?
2. Why do citizens rely on economic activities to increase political awareness?

3. What is the degree of citizens' reliance on communication activities in participating in the political process?
4. What is the role of economic activities in public relations in increasing citizens' awareness of political participation?

Research Assumptions:

There are no statistical significance differences at the indicative level ($\alpha = 0.05$) in the degree to which citizens rely on communication activities to increase political awareness of political participation due to citizens' demographic variables.

There is no correlation at the indicative level ($\alpha = 0.05$) between the degree to which citizens rely on communication activities in the independent body for elections and the behavioral effects of the voter.

Terms and concepts of Research:

Communication activities: Different kinds of communication use all the functions and events of public relations to have a positive effect and enhance the public image (Jodoi, 2023).

Election: The primary means of attributing and deliberating power in the parliamentary democracy is exercised through the electorate's right to choose their representatives in the governing institutions of the state. It is a constitutional procedure (Maftuh, 2020), which includes a set of legal principles consisting of a legislative system whereby individuals or groups are selected to occupy legislative institutions such as the House of Deputies.

Political awareness: It is the situation in which the individual or members of society are involved in issues of political life in their different dimensions and from which they take a knowledgeable and meaningful attitude simultaneously (Ferrara, Masciandaro, Moschella, & Romelli, 2022), also known as the community's level of awareness of political events and developments at the local and global levels and as a set of political values, trends and principles that allow citizens to participate actively in the development of their society, solving their problems and defining their attitude towards them (Geise, Maubach, & Boettcher Eli, 2024).

Political participation: It is a fundamental pillar of democracy that means that the people exercise the right to govern themselves through the right to stand for election or the right to vote or to take care of political issues and matters and discuss them with others or members of organizations in attempt to influence the decision-maker and is a form of political practice that represents political activity (Müller-Hansen, Callaghan, Lee, Leipprand, Flachslan, & Minx, 2021), carried out by the State

towards the citizen to influence positively and directly the process of political decision-making, whether at the level of the individual or the group.

Citizen's Political Influences: These effects concern many people in terms of direction changes, beliefs, and feelings. This behavior occurs as a result of the occurrence of cognitive and conscientious influences (Williams, 2021).

Literature Review

Study (Fujiwara, Müller, & Schwarz, 2023), entitled *The Impact of Social Media on Elections: Evidence from the United States*, the study discussed how important it is for young people to be influenced by social media, as well as on Twitter, the most widely used app in the United States.

A study (Van Gyampo, Agbevade, & Graham, 2022) entitled *The Role of the Independent Electoral Body in Overseeing the Electoral Process of the National Councils of Ghana at All Stages*. The study aimed to identify the role of the Independent Electoral Body and supervise the electoral process..

A study (Le & Nguyen, 2021) entitled *The Impact of Community Upbringing on Political Participation*. The study aimed to measure the level of impact of community creation on political participation from the point of view of party leaders. The study used the analytical descriptive approach.

A study (Matthes, Heiss, & van Scharrel, 2023) entitled *Will politics tweet or the use of new media by young people will change politics*. This study aims to recognize the role of new media used by young people in supporting revolutions the media's influence on the political orientations of young people and what informational media are known to them after School.

A study (Barberá, Gohdes, Iakhnis, & Zeitzoff, 2024) *The impact of the new media in further consolidating the political effectiveness of young people in the long term* aims to study the role of new media in shaping the political consciousness of young people in the university stages. The most important results are that the new media is the most used medium of educating young people to shape political awareness, raise their political effectiveness, and provide them with knowledge that enhances their political orientation.

After reviewing previous studies and dividing them by political participation and activity, it was found that most studies related to political participation. Most studies agree that the Internet significantly affects young people's knowledge of political news. These studies were used to formulate the research problem, imposition, and attempt to benefit from its results, as well as compare them with the results of previous and current studies.

This study belongs to descriptive studies that examine, interpret, and analyze facts of a prima facie nature. These studies are called social surveys. This study is based on a survey and a practical descriptive study. The survey curriculum is not limited to the use of a single method in the process of

gathering information and data.

The study was based on an electronic survey to collect information and data from members, one of the most used tools for collecting information in survey research. It was designed through the application of Google Forms. It was developed in the form of paragraphs on the Likert scale for all axes to know the role of social means in shaping the political consciousness of young people.

Statistical methods used in the Research:

For data processing and statistical analysis, the study used Statistical Package for the Social Sciences (SPSS) to use statistical methods and indicators that fit the study questions in all the programs mentioned.

Table (1) How well do you know and trust the media

Question	Arithmetic Average	Standard deviation	Degree of exposure
How Well You Know About Media Organizations' Activities	3.33	0.89	Medium
How Well You Know About Media Topics	3.27	0.90	Medium
Follow the media well	3.22	0.85	Medium
I trust the credibility of the media for the organizations	4.02	0.89	Great
I trust in the organizations' keenness to spread awareness	3.62.	0.89	Medium
Trust in the credibility of media information	3.60	0.83	Medium
organizations reserve the dissemination of certain information	2.017	0.63	Low

It is clear from the previous table that citizens' exposure to the communication activity used by independent bodies for election came at an average rate with an average arithmetic (3.27) and a standard deviation (0.89), which is the question of the extent to which economic activities used by independent bodies for elections came at an average salary. (33.3) While following the communication activities used by electoral bodies regularly in the last salary and relying on good regularity in communication. This result may indicate that the sample individuals in the study realize the importance of communication activities in obtaining political information and that all the means of the voters have advantages that help attract the other electorate. Independent organizations now use a passion for pursuing activities to provide them with information, which facilitates the election process and clarifies the

mental image of citizens.

It also shows that citizens' confidence in the communication activities used by the contact person was (4.02) and highly reliable, while poverty came and preserved some of the information that they could submit to the media in the last salary at the average arithmetic (2.17) and thus the low confidence and the interpretation of these results between the object of the discussion or the exchange of information in the medium. The participant also works to use media that fits with the target audience but at the same time uses all available means to ensure that information reaches all voters and all segments of society while taking caution against some misinformation that spreads through other media means and therefore they do not fully trust it and need reliable references to verify the circulation information.

Conclusion

Demonstrate the modest role of communication activities used for public relations in electoral bodies to increase citizens' awareness of political participation. The study sample's reliance on public relations outreach activities in electoral bodies was moderate. The cognitive, conscientious, and behavioral effects of citizens' reliance on communication activities have been shown to enhance their political awareness, particularly through social media significantly. It turns out that social media platforms are the most reliable way for young people to increase their awareness of political participation. A positive and strong correlation exists between the habits of following citizens for communication activity and the cognitive, conscientious, and behavioral effects on their choice of a particular candidate. The study highlighted the role of economic activities used by public relations for elections in increasing political participation awareness, especially among communities residing abroad.

In light of the findings of the study and the presentation of its results, the following recommendations are proposed:

It is necessary to use political and media communication specialists to assess the content that will be presented to the public, ensure its suitability, and intensify its dissemination at times that align with the target audience. Diversification of the means of communication and media used by the contacts of the electoral organizations to better align with the target audience. To increase their awareness and engagement in political participation, activate the role of communication in public electoral bodies by improving the skills and development of those bodies so that they can provide the information needed by the public in an innovative and attractive manner. It is necessary to ensure that bodies provide real, accurate, and easy political information so that citizens can form a correct political understanding capable of increasing their political awareness. It is necessary to focus on increasing citizens' knowledge and political awareness by intensifying the presentation and provision of information

through all available channels—to help them develop positive political behavior. It is necessary to remove all obstacles and barriers to citizens' participation in political life.

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