



Social Responsibility for Public Relations in Industrial Institutions: Case Study

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Abstract— *The study has dealt with the concept of social responsibility and public relations with workers in industrial enterprises and its role in the direction of the consumer and society (employees, consumers, environment, society). Also, identifying the ordered sequence of the study elements. The researcher used individual interviews and the descriptive analytical method in his study in order to reach the most accurate results for the elements of the study, which is that the reality of social responsibility for public relations, the trend of factory workers, happened On the average arithmetic weight (60.1%), and the reality of social responsibility for relationships. The general consumer trend (66.5%), as for the social responsibility of public relations towards the community environment, it got an arithmetic average weight (37%), and finally the social responsibility component of public relations got the community orientation, an arithmetic percentage weight (21.75%). By looking at the final result of all the weights of the paragraphs, it was found that the factory (Abu Ghraib) exercises the tasks of social responsibility towards (workers, consumers, environment, society) with a percentage weight of (46.33). The researcher came up with a number of recommendations and suggestions for the study.*

Keywords— *Social responsibility, public relations, Industrial Institutions, analytical methods and results.*

I. INTRODUCTION

The concept of public relations has existed since the existence of human gatherings, that is, since ancient times, and it became clear after the advent of writing, and evidence of this was found through excavations in Iraq, Egypt and other civilizations in the form of clay publications, stone inscriptions and others. The nineteenth century, but it became popular in its modern sense in the middle of the twentieth century, in theory and practice through many Western studies and literature, and this activity expanded by public and private institutions around the world.

The concept of public relations as a science and art has benefited from the great development achieved by the human and psychological sciences, and that the essence of public relations is based on common interests between any social, commercial, industrial, service or political

institution and the masses of those institutions. One of the most important approaches to good public relations with society, and that business organizations must leave an impression on their community that they are trustworthy, which can help the institution to achieve its benefit.

Study problem

The lack of government industrial institutions in general to understand the role of public relations and their social responsibility within the industrial institution and the business relationships and the dealings with the customers of the industrial institution, as well as their lack in management, organization, marketing, or in the supervision, direction and guidance of work inside and outside the industrial institutions, and the surrounding environment. Social responsibility is almost the most important dimensions that the institution is concerned with, which comes from an ethical point of view towards

the society in which it operates, so that the departments of the institution, including the management of public relations, should take care of the public sector. Create a social support for it.

The study problem can be formulated in the answer to the following main question:

What is the practice of social responsibility for public relations in the Abu Ghraib Dairy Factory? the following sub-questions are derived from the main question:

A- What is the position of social responsibility in the factory, the direction of its employees?

B- What is the position of social responsibility in the factory towards society?

C- What is the position of social responsibility in the factory towards the consumer?

D- What is the position of social responsibility in the factory towards the environment?

The importance of the study

The importance of the study is that industry and industry building are among the important economic sectors that contribute to raising economic development to the process of development forward, while all material, human and media capabilities have been exploited in order to develop this economic aspect and invest all the energies that exist for the success of development programs in the country. Industry and industrialization are the main engine to catch up with the developed countries.

The importance of studying in industrial institutions and its role and importance in creating a positive climate for workers to raise productivity and perform their humanitarian role to the fullest through means of guidance, counseling and advice through the role of public relations in them.

Objectives of the study

The study aimed to:

1. Learn about the concept and work of social responsibility and public relations.
2. Identifying the extent to which social responsibility is applied in a Alban Abu Ghraib factory in the city of Baghdad, the trend of employees, society, environment, and consumers.
3. Understand the ordering of the study elements such as workers, society, environment, and consumer.
4. Presenting recommendations and proposals that contribute to the development of the reality of social responsibility in the public relations of Iraq's governmental and private factories in general.

II. CONCEPTS AND TERMS OF THE STUDY

Any study if it is to be successful, especially social studies, and to achieve its desired goals must be clarifying the meaning of the scientific concept, term or phrase so that the reader can become familiar with it, whether he is specialized or not, in order to avoid a bad or a divergent interpretation of it. Therefore, many researchers consider the concept a symbolic means used by humans to express different meanings and ideas in order to be delivered to other people (Al-Hassan, 1992).

First: the concept of social responsibility

The concept of social responsibility is a multi-domain concept.

In terms of language, responsibility is the works human is required to do (Bin Manzour, 1995)

Idiomatically, responsibility is the capability of human to be obligated by something and he fulfills the obligation by his efforts (Ghaith, 2006).

Where the individual is responsible for his behavior and is bound by all that results in the direction of his work and his commitment to the laws and instructions of the social institutions which are represented as follows: (Amer, 2016)

A- Social and Religious Responsibility: It means the commitment of an individual by the orders of God Almighty and avoiding prohibitions and sins, Society shall apply the penalty to anyone who violates orders.

B- Social Ethical Responsibility: It means the responsibility of society in the upbringing of the individual. It starts from parenting the child and promoting warm morals-development and development to create a generation of a good moral.

C- Social Educational Responsibility: It is the responsibility of society to provide education, and spread it among the community, and developing the values of social responsibility requester of limit from ignorance and backwardness, what is the benefit of that? position the individual and his community and what is reflected in that economically.

D- Social Professional Responsibility: It is the responsibility of society to provide various fields of work for young people, according to their educational qualifications.

Social responsibility can be procedurally defined:

Human bears his duties and actions before God ,Glory be to Him, first, as well as before the work and tasks of his

institution in which he works, as well as the direction of the society that benefits from it secondly.

The goal of social responsibility is evident from the responsibility of each individual in society, in various institutions, whether religious, economic, social, and political.... Every mature and level individual has to achieve the sublime goal of God's worship (of this worldly existence). Secondly, society is devoid of ignorance, backwardness and deviation. It can also be seen that the social responsibility in society, through the responsibility of each individual member of the society towards the society in which he lives in terms of commitment to the laws of the individual and the imposed economic cooperation with the country.

The concept of social responsibility has become a prominent topic in the discussions that take place in all scientific practical circles, or by sight to the history that introduced this concept, as citizens have always had the concept of responsibility that must be followed commit institutions to society, where the use of the concept of corporate social responsibility has spread in light of this stage in the recent period. It was called the concept of quality of life, this concept emerged as a result of the great shift in the social goals practiced by American society, until the middle of the tenth century. If the basic pattern of society in institutions is the mere fact that they produce increasing quantities of goods and services, which leads to a rise in the standard of living of the American people, but after it rashes abundance over American society, other social problems have emerged direct and indirect economic success, such as urban decline, water and air pollution, and landscape distortion, as shown society that the economy has caused besmear and neglecting the natural social environment, and therefore a new organization for national priorities emerged, which focused on the quality of life, for example, institutions are required to contribute their financial and technological resources and administrative skills to the exercise of responsibilities greater than simply achieving the economic demands that are contained in the concept of more profits or simply balancing the conflicting demands of the parties associated with the institution, which is implied by the concept of trusteeship, but under the concept of this stage, the institution .Socially, they are those that contribute and its effectiveness in solving the basic problems of society(Ibid).

Second: the concept of public relations

Public relations are a science and an art that makes use of other sciences, and it has been defined by writers and those interested in them, each according to his specialization.

Some defined it as a profession to influence public opinion. Some of them defined it “as the planned activity that aims to achieve understanding and satisfaction between the institution and its publics.” And some of them defined it “as the activity that aims to consolidate trust and mutual understanding between the ruler and the ruled”. (Al-Bakhshwangi, 2006)

1. We can review several definitions, including: Public relations is the activity that consolidates trust and mutual understanding between the two parties, the ruler and the ruled, the leader and his division, the government and society, the institution and its society, whether it is private or governmental.

2- Public Relations is the planned activity that aims to achieve satisfaction and mutual understanding between the institution and its public internally and externally through policies and programs based in their implementation on the adoption of social responsibility.

3- Public Relations is the profession of influencing opinion through responsible and socially acceptable performance and based on mutual communication that achieves the satisfaction of society.

4 - Public relations means the dissemination of information, ideas and facts explained and explained to the public of the institution, as well as the transfer of information, opinions and facts from the society to the institution to reach harmony and social adjustment between the institution and its publics. (Mohammed & Mohammed, 2018).

Public relations can be defined procedurally, “which I see fit for study” is the dissemination and exercise of social responsibility, information, ideas and facts within the industrial establishment, as well as the transfer of information, opinions, ideas and facts from the community to the industrial establishment to reach the achievement of the establishment’s commercial and social goals. (Al-Hajj, 2010)

Public relations are those aspects of the institution’s behavior that have social effects through fostering good human ties in society and gaining its support. Other, and it becomes clear from this that the responsibility of public relations is to assist the higher management in making decisions and policies that affect society and to exclude what contradicts them with society, or to modify them in order to achieve reconciliation between the interests of the institution and its society in order for the public to understand the factors in order to achieve this. and the politics that motivate the institution and the society that surrounds it.

The successful effort in managing public relations always depends on the continuous interaction between the various types of talents and skills in management, study and development. (Al-Otaibi, 2003):

1- Activity: Public relations work is a continuous activity and effort in a variety of fields. Therefore, whoever works in it must be fast-moving without getting tired or bored and make the maximum possible effort.

2- Good appearance and reasoning: i.e., an honorable face, gentleness of speech and speech, proportionality of stature, good grooming, and the ability to express in an effective manner.

3- Personality: that is, he must be described as a stable and calm personality, to achieve understanding, gain support and create a good impression on the society about the institution.

4- Courage: i.e. he must have a strong personality to be able to present his opinions and suggestions vigorously and defend his point of view before the public administration.

5- The style of persuasion: is one of the important characteristics of a man of public relations, provided that he has the ability to influence people's hearts through the power of public speaking, and the ability to present and analyze in a scientific and realistic way.

6- Intelligence: is an important characteristic in the personality of the relations man to make him able to represent the institution in a decent manner and contribute to solving its humanitarian, economic and social problems, and to be familiar with all the information related to the institution (internally and externally).

Third: The concept of industrial institutions:

There is a difference between scholars and researchers in their definition of the industrial establishment, some of them knew it from the economic point of view, some of them knew it from the social point of view, and some of them knew it from the legal point of view.

Industrial establishments are defined as that type of interaction between people that leads to the formation of distinct social relations. It is also known as units built according to a specific structural model in achieving specific goals.

It is also known as a functional bureaucratic structure that contains a set of rules and procedures that determine the form of institutions in addition to a specific structural structure that determines social relations and the authority working together to achieve certain goals. (Yonis, 2017)

Through our analysis of definitions, we find that researchers look at the industrial establishment as a social organization that contains sub-social systems such as power, management, status, formal and informal relations.

Industrial establishments can be defined procedurally: They are economic organizations or systems that are intentionally established in a specific place and include a group of individuals, machines, equipment and materials, based on an organized method of work in order to achieve a specific production of goods and services and achieve the goal of marketing and selling. The industrial establishment contains a group of various complementary departments of administration and technical, service, marketing and media departments that are managed through bureaucratic relations in accordance with regulations and instructions.

III. SOCIAL RESPONSIBILITY AND PUBLIC RELATIONS

First: Social responsibility

Social responsibility emerged as a result of the interrelationship between the institution and the surrounding environment, and its content represented an attempt to confront changes that occurred in human society in general and that result in social problems caused by the inability of contemporary man to adapt to the consequences of these problems. The beginning of the fifties witnessed a remarkable shift in the expectations and requirements of the society regarding the establishments, as the society was no longer satisfied with its traditional limited economic role. Also, the impact of those decisions on the overall interests, as society expects the establishments to fulfill two new demands:

Its direct responsibility for the damage it may cause to the environment as a result of its activities, whether those damages are foreseeable or unforeseen. Mental images of institutions, and each professional group may have its own rules, trends, traditions, heritage, behavior and reactions to any change.

The institution is a social institution that lives in a social environment in the midst of a particular society, affecting it and being affected by it. The factory in a small city or village creates a lot of social changes. The need for housing, schools, and health services emerges, and each family requires a space for shopping, the origin of markets, and new relationships emerge and a new society interacts in which customs, traditions and cultural civilizations interact. and his habits, and therefore the institution must be subject to it and be affected by it, and an institution that disavows its society and does not take into account the changes that happen in it and its situation does not adapt to

its requirements and is not able to adapt in its surroundings will inevitably decline and will be provided by those institutions that interact with its society and touch its needs. (Naji, 2011)

Any executive institution that is considered part of the social environment surrounding it, it derives from that environment the elements of life, survival and continuity. Therefore, it bears the responsibility to contribute to the welfare of that society. Public relations are considered a social phenomenon in various social institutions, and have even become an imperative of the social imperatives in our contemporary society, especially after society became intertwined and conflicting interests, in many cases, and the relationships established by human and public relations. The general objective of social responsibility and service is to achieve the social well-being of the community and its members and to bring about adaptation between the individual and his social environment and behavior in order to adapt it to his social environment. These institutions are able to meet the needs of members of society and overcome their problems. (Al-Taher, 2007)

Second: Public relations

The modern and great technological development in the science of communications has placed the world as a small village through telecommunications, satellites, the computer, the Internet, and the world's entry into the era of globalization and privatization, where it reduced the restrictions imposed on the local, regional and global markets, as well as it seeks that the world is complete in one scientific language so that information can be exchanged in all parts of the world. This is done effortlessly by providing society with all the information in a very large way about goods and services in terms of quality and prices, and educating it to have the ability to compare everything that is presented to it for the purpose of choosing the best.

1- The emergence of democratic systems, where the spread of education and culture among the different groups led to an increase in the awareness of societies and the emergence of the need for correct information, its interpretation and clarification, especially related to the decisions and policies followed by private institutions and at the state level.

2- The emergence of large-scale production and the complexity of functional relations. The emergence of the industrial revolution in the early nineteenth century led to a tremendous development in production tools and methods, and problems appeared in the public relations between the employer, the institution or the institution, and the workers, and these problems began to exacerbate and then the problems became From time to time, the movement of

the flow of goods and services has been paralyzed and the attendant impact on the reality of society, in part or in whole, and thus the need for the intervention of an element or a link between the two sides arose, management and employees, to reduce the negative effects of the two parties and thus reach a process of awareness of the two parties rejecting all expectations and the claiming party. Some legitimate rights, a group of experienced individuals has succeeded in managing conversation, persuasion, and convergence of views between the two parties. And take the role of public relations show clearly and evidently through a group of business which was carried out by the pioneers of the public relations movement to solve many of the crises that occurred, especially in the US states, in coal mines, railways, tobacco factories, cinema and others.

3- The development of the means and methods of communicating with society. The development of the means of communication that came a long time ago and developed tremendously, starting from newspapers, radio, telephone, television, satellite, internet, computer and others, which millions of people deal with, gave those working in relations the freedom to choose the fastest, most effective and effective one to convey what they want. To the target community as well as local, regional and global public opinion, As well as the speed at which the Public Relations Department obtains results through information , feedback or echo, positively or negatively for the purpose of development or treatment through what is presented to senior management, which is issued in the form of decisions, policies or programs of various interest to society. (Jiyad, 2017)

The Evolution of Public relations

Public relations is a social phenomenon that has been linked to societies since time immemorial. These societies emerged as a result of the beginning of the process of human understanding using signs, then language, and then writing. Thus, societies developed from the stage of hunting to pastoralism, then agriculture, then industry, and consequently stability indicates a clan or tribe form. However, human understanding is the essence of public relations, that is, wherever there is a human gathering, there must be relations between the members of this society.. The roots of modern public relations go back to 1802, when it is mentioned that the third US president, Thomas Jefferson, was the first to use the concept of public relations in his message to the US Congress. The factory report that includes confirmation of the keenness of the factory head to take into account the interests of the community and to avoid what conflicts with these interests. Some writers suggest the use of the term public relations in its modern sense until the aftermath of the First

World War in 1914, as many of the masses of countries that were subjected to the scourge of war did not have sufficient awareness of the conditions of this war, and therefore work must be done to help him adapt and attract his interest to participate in the full war effort. Persuasion, grooming and counseling through the media. (Mohammed & Ezzat, 2018)

Pioneers of Public Relations

A: Evie Lee

Evie Lee, the father of public relations, is an American journalist who began his journalistic career in 1903. The mechanism is credited with inducing commercial and industrial businesses. He worked as a consultant in the coal industry and the Pennsylvania Railroad, and continued to provide advice and advice to many institutions such as the American Tobacco Factory and the film industry, and persuaded them to establish voluntary principles for moral control and persuasion on the administrations should adopt a declaration of principles that informs the media and the press of the facts, as well as that the institutions be characterized by the human nature of their relationship with society and to be more sensitive to the real needs of society. He is also one of the first who called for the futility of promotion unless accompanied it's good deeds. He is the first to use advertising as a means of public relations, and Evie Lee was famous with the this statement, "I am trying to translate dollars, cents, stocks and profits into human language".

B: Edward Bernays

He is the most prominent figure after Evie Lee, where he contributed to pushing public relations forward and followed the path of his predecessor, and he succeeded in his work as a public relations consultant in attracting the interest of institutions in the public relations function, Especially after the expansion and growth of the size of the American economy during the twenties, and in 1923, he published a book *The Crystallization of Public Opinion* and put in it broad principles governing the profession of providing consultancy in the field of public relations and showed in it the importance of the impact of communication in the headquarters of public opinion and taught public relations education Public Relations at New York University, and also developed the concept of the public relations function in writing the new in 1955 entitled *The Engineering of Consent or Acceptance*, in which he referred to the importance of the social role in building this function to reconcile the benefits and interests of society. It also gave social responsibility to this profession, as well as the process of gaining support and community support through reporting or news, education, education, persuasion and urging. Developing this

profession through his writings or lectures, which he delivered on the consulting work that he carried out, to ensure his recognition as a founder of modern public relations. (Ajwa and Atran, 2008)

IV. SOCIAL RESPONSIBILITY AND INDUSTRIAL INSTITUTIONS

First: The social responsibility role of public relations

Organizations of all kinds need relationship and support between it and its internal and external society, as well as promoting mutual understanding and sincere and common with that society, organizations at the present time have become of their responsibility towards their society of workers and customers alike, to increase its prosperity and the application of material and psychological satisfaction for it through work, and all of this brings benefit to the institution and supports the achievement of its objectives. The social responsibility of the institution is defined as many of the practical ideas that characterize the institution, regarding reaching its goals in a manner that meets its interests and the interests of its masses, that is, the so-called mutual interest with society. Therefore, the sane senior management does not negate the role of the public relations department and does not deal with this department merely because it is an advisory department, but rather makes it a ring. that link between it and all individuals who deal with the institution; In order to win them in any case. Accordingly, the work of public relations supports the institution, by directing it towards knowing and fulfilling its social obligations, while informing the society about this in order to form a positive opinion about the institution and support it in achieving its goals. The concept of corporate social responsibility is a comprehensive social concept, and this concept does not express an administrative function that serves the interests of the corporation alone, but rather expresses an organized cooperative activity between the corporation and society that serves the interests of both parties, and makes them partners in this interest. The social responsibility of the institution is of this nature above every activity and does not mix with it. It touches every activity and does not interfere with it. It is a social human framework that serves the reality of the institution and its society. for this reason some have defined public relations. It is the planned effort to influence public opinion, through socially responsible and acceptable performance at the same time and based on mutual communication that achieves the satisfaction of both parties. The social responsibility considered as one of the most prominent forms of support for the institution's relationship with society, which is transgression one of the most important approaches to good public relations with

society, and that business organizations must leave an impression on their society that they are trustworthy. Which can help the institution to achieve the maximum benefit from its work environment, as the lack of trust, in whole or in part, between the business institution and its community. (Al-Asraj, 2014)

Social responsibility in the general sense and in the field of public relations in particular means that the institution adds to its role in producing and presenting products and achieving profit. She bears social responsibilities towards the society in which she lives and towards the employees of the institution. Social responsibility is not the most important form of support for the institution's relationship with society, and it is not considered the most important entrance to the public and good features of society. The business organizations must be an impression of their society as trustworthy, which could help the institution to achieve the elderly environmental. Finally, the success of the establishment of the company and its role in social responsibility depends mainly on its commitment to three criteria:

- 1- Respect for the factory's internal environment (the workers in it), and the external environments of the members of society.
- 2- Supporting the community.
- 3- What serves the environment and improves its conditions in society and addressing environmental problems.

This is in accordance with what was stated in the United Nations Global Convention with regard to the social responsibility of companies. (Al-Qadi, 2016)

Second: The role of public relations in industrial institutions

Public relations take many characteristics with regard to the field of work of the concerned authority, and we will start from the industrial fields. From the side of public relations, it will help raise the level of the national industry, and for this it must carry out a number of activities, such as supporting the national product and marketing national products, as well as their use by the owners of defending consumers to give them a specific opportunity in this direction, and although it is one of the tasks of public relations to create attractiveness for the national industry, including attracting foreign investors, this task is difficult and is still facing difficulties so far. On the other hand, public relations are used in industrial fields during operations and activities that are related to the interests of a large circle of the public, and this is linked to the wide use of natural resources, which requires

addressing many environmental conditions emerging in many regions of the countries concerned. In order to avoid conflict. The concerned authorities should take into consideration the interests of shareholders, residents of the surrounding areas, suppliers, buyers, local authorities, employees of the concerned authorities, their families and other interests. Such conditions require continuous communications, and their burden has been greatly eased today by modern technology for modern means of communication, and the role of public relations in industrial companies contains an activity indoors to evaluate a behavior of the factory, and discovering the necessary actions necessary to improve the reputation of the factory, It also includes external activities to inform the target audiences about the companies' activities and the goals they have reached. In addition, it remains necessary for the industrial establishments to take into account the influence of public opinion on the process of legalizing production. The role of public relations shows that the institution is always based on developing these contacts and formulating opinions about industrial services if the public relations department in the industrial organizations is not of a high scientific degree of experience and efficiency, as its relations with the public may be damaged, and it may happen that the institution is exposed to bad events. It is a difficult and challenging situation that requires ability and tact-and rule-in treating it, So as not to show any counter-opinion or hatred of the facility and its products, and especially in June competition, in which competitors spread rumors against other facilities, and here the importance of public relations appears in addressing these difficulties. (Ibid)

Public relations that are represented by that media activity that seeks to raise the morale of workers and study their issues and their problems and their concerns and their participation in the dream of their material, moral, psychological and social problems.

The public relations in the institution aims to develop the employees and direct them to work in a team spirit in a way that entrusts the individuals, the management and the society in the interest for the public benefit. Therefore, the public relations may be interested in the management of the institution and in delivering media messages about its affiliation and its affiliate management to the employees and the improvement of the organization's future production. Their loyalty to the administration is the responsibility of the administration to develop the organization's human resources through the development of the spirit, loyalty and belonging among the employees, and to seek to train and develop them through holding seminars, lectures and annual entertainment parties, distributing appreciation awards, and introducing workers

to the quality of goods or services that the factory performs.

Presenting its products and how workers can participate in promoting this commodity and services in cooperation with the departments of advertising, marketing, sales and production, especially the Public Relations Unit, which strives to create a social climate that links the institution to its society through communications and media messages directed to the society of its manufacturers. The administration of public relations in the institution enables us to supervise advertising campaigns, media and commercial advertisements, according to what is appropriate for the institution and the nature of its goods and services that it provides to consumers. (Hassan, 1990)

V. THE METHODOLOGY OF THE STUDY AND CASE RESULTS

Pre-study

This topic explains the methodology used in the study, and matters related to it from the study community, methods for collecting data and information, Its sources, the tools used and the extent of their validity and reliability lead to the statistical treatment in analyzing the study questions and results.

The Methodology of the study

The researcher relied on personal interviews and used the descriptive analytical approach in his study, which depends on the study of social phenomena as they are on the ground, and is concerned with them as an accurate description of qualitative and quantitative terms through data collection and analysis to reach the results of the study.

Sources of data and information collection

In the process of collecting data and information, the researcher relied on meeting with factory managers, department heads and workers in order to clarify the picture and build a questionnaire to present it to the specialized arbitrators in order to analyze and treat its evidence. In writing his study, the researcher relied on the sources of books, magazines, studies, and research, Reports, the Internet.

Study community

The study community consisted of workers in Abi Ghraib Dairy Factory, one of the factories in the city of Baghdad. The questionnaire was distributed to an intentional sample that consisted of its employees, starting with the factory manager, department heads, engineers and ending with workers such as technicians and service people. The

intentional sample reached (100) individuals of the total number of employees (970) individuals.

Fields of the study

Spatial domain: The choice settled on the General Company for Dairy Products in Abu Ghraib, west of the capital, Baghdad, one of the companies of the Ministry of Industry and Minerals, as a field of study, due to the presence of the Public Relations Unit in the factory and its proximity to the researcher.

Time domain: The study has been launched in 2021-2022.

Brief information about the general company of Dairy Products Abu Ghraib (Al Rafidain) The General Company for Dairy Products (Abu Ghraib), is a self-financed, economic production unit fully owned by the state, enjoying legal personality, and financial and administrative independence, operating according to economic foundations, affiliated with the Ministry of Industry and Minerals, and its main center is in the Baghdad Governorate. The company was founded in 1958, started production in 1960. It has developed its production and increased its capacity. It has several factories in Abu Ghraib, which is one of the most important and largest factories in terms of area and production.

The General Company for Dairy Products Abu Ghraib consists of Al-Rafidain Factory, which is the parent factory of the company, the Dijlah Factory and the Al-Furat Factory. It also includes public administration and departments Factories The other, in addition to Quality Control Department, Mosul Dairy Factory, and Al-Diwaniyah Dairy Factory in addition to the milk collection centers affiliated with the company and spread throughout the country in Fallujah, Yusufiya, Samarra, Babel, Essaouira, and Al-Taji. Cheese, cream, butter, and ice cream, with the reputable Al-Rafidain and Abu Ghraib the good brand. There are two residential complexes near the company, the first is called "Bedour, which numbers of houses," and the second is "Abu Ghraib Residential Complex, which consists of two hundred and fifty apartments." As for the workers in the factory, their number is approximately 970 workers. (Zeidan, 2016)

Mechanism of the study

A:The interview: The researcher conducted interviews with the director of the factory and heads of departments and asked them questions related to the subject and to get quick and complete answers. Also for the process of collecting data and information for the study from the workers.

B:Questionnaire form of the study mechanism: The researcher relied mainly on the questionnaire form to collect information by answering the questions or

paragraphs that the researcher puts, and it was reached through the following reconnaissance question:

What is the extent of adopting the reality of social responsibility in the Abu Ghraib dairy factory towards society, workers, the environment, the consumer. After we and the public relations in the factory clarified the concept of social responsibility for workers, the wise goals were reached as a tool to collect data from the questionnaire. It was accepted by the specialized experts and consisted of four main elements regarding social responsibility towards, society, workers, environment, consumer. Each element included a number of Paragraphs related to the topic.

1. The validate tool

In order to obtain the validity of the tool, it was presented to a group of professors in Sociology and media. Some paragraphs were reformulated, some modifications were made, and others were removed, and the tool became in the questionnaire form in its final form.

2. Tool stability test

After designing the questionnaire, for the purpose of formulating it in a manner commensurate with the nature of our study, the researcher tested it, which requires the researcher to conduct two interviews with one group, provided that the interviews take place within a time period of ten days or more. Where the researcher interviewed ten respondents, and in each interview the researcher asked them to fill out a form The questionnaire by marking the answers to see that the ideas of the researchers match, using test.

VI. THE RESULTS OF THE CASE STUDY

First: The results of the private interviews

The researcher conducted an interview with the manager of the Abu Ghraib factory, as well as with a number of heads of departments, to ask a number of questions about the subject of the study:

Q1 / Are there specialists in social responsibility in your factory and the rest of the factories?

A / Through the answers of the director and heads of departments, it was found that there are no specialists in the factory or in its affiliated factories in the governorates. Rather, these tasks are limited to the responsibility of the Public Relations Department and the Director.

Q2 / What are the social initiatives that your industrial establishment undertakes towards society on an ongoing basis?

A/ It was evident from the response of the director and heads of departments that the foundation sometimes provides charitable aid by distributing its products to people, but not on a regular and continuous basis, but according to situations and occasions.

Q3: Does the Public Relations Department have its own budget for implementing social responsibility?

A/ Through the answer, it was found that the factory and its financial organizations do not allocate money to it, but rather depend on the conviction of the manager and higher officials in issuing orders to provide its services and social responsibility.

Second: Analysis of the data of the primary study sample:

The primary data has a role in determining the crystallization of the image that expresses the reality of the studied sample units in terms of the dimensions they refer to and which they include, and linking these variables to some analytical aspects so that through this it is possible to reveal the faults in some causes if the analysis requires it, and we will present the primary data through these tables:

1. Distribution of the study sample according to the gender variable of the researchers

Table (1) explains the gender of the respondents

| gender of the subject | the number | percentage |
|-----------------------|------------|------------|
| Male | 81 | 81% |
| feminine | 19 | 19% |
| Total | 100 | 100% |

table (1) shows that (81) respondents were males out of a total of (100) individuals, and the number of females was (19) by (19%) of the sample members. It can be said that the number of female workers is less than males because of the location of the factory in a rural area in which it is difficult for women to work.

2. Distribution of the study sample according to the variable type of work practiced by the subjects

Table (2) explains the type of work of the researchers

| No. | Type of employment | The number | Percentage |
|-----|---------------------------------|------------|------------|
| 1 | Director general | 1 | 1% |
| 2 | department heads | 8 | 8% |
| 3 | engineers | 11 | 11% |
| 4 | employees | 30 | 30% |
| 5 | Workers (services, technicians) | 50 | 50% |
| | Total | 100 | 100% |

workers, and the sample was drawn according to what the researcher and some experts saw in selecting the sample with their experience, knowledge and responsibility in expressing their opinions on the subject of the study.

3. Distribution of the study sample according to the monthly salaries that the researchers receive

The results of the study indicated that the sample consisted of one general manager of the factory, while the number of department heads was (8) individuals with a percentage of (8%), while the number of engineers was (11) individuals with a percentage of (11%). The rest of the sample size is understood by the employees and

Table (3) Indicates the amount of salaries the researchers receive monthly

| Salary | Frequency | Percentage |
|----------------|-----------|------------|
| 400-599 | 30 | 30% |
| 600-799 | 21 | 21% |
| 800-999 | 10 | 10% |
| 1,000-1,099 | 9 | 9% |
| 1,100-1,199 | 5 | 6% |
| 1,200-1,299 | 8 | 8% |
| 1,300-1,399 | 7 | 7% |
| 1,400- or more | 10 | 10% |
| Total | 100 | 100% |

It was found that the lowest income earned by a member of the study sample is 400 thousand Iraqi dinars, and there who gets high income? it is one million and four hundred thousands and more the high level of salaries is due to the fact that the sample consists of holders of certificates and

specialization, in addition to calculating the salaries of the sample members in addition to the work allocations.

4. Distribution of the study sample according to the age of the respondents

Table (4) shows the distribution of the sample of the study due to age

| Age | Frequency | Percentage |
|-------------|-----------|------------|
| 26-32 | 37 | 37% |
| 32-38 | 25 | 25% |
| 38-44 | 15th | 15th% |
| 44-50 | 8 | 8% |
| 50-56 | 10 | 10% |
| 56-and-over | 5 | 5% |
| Total | 100 | 100% |

The results of the study indicated that the majority of the study sample are from the youth group, as the arithmetic mean of their ages was (33.7) years, while the standard deviation of their ages was (11.3) years, and the ratio confirms In Table No. (4) this fact, as we find that (62%) of the majority of the study sample are between the ages of (26-38) years, and the reason for this is the tendency to government work to guarantee the continuity in the work.

Third: The results of the answers to the practical study questions (field):

In this topic, we will review the results of the study's objectives and questions, in the application of social responsibility in the Abu Ghraib factory in the city of Baghdad towards workers, society, environment and consumer. It also recognized the ordered sequence of the study elements.

A- What are the locations of social responsibility in factories towards their employees?

A-What happened? Social responsibility in factory direction staff in it?

Table (5) shows the social responsibility of public relations towards the workers in the factory

| No. | Points | Weight percentile | Ordinal sequence |
|-----|---|-------------------|------------------|
| 1- | The administration is interested in noticing the wages and salaries of employees and their fairness | 85% | 1 |
| 2- | It seeks to provide good physical and health conditions in the workplace | 80% | 2 |
| 3- | It seeks to provide incentives and rewards for the hardworking workers | 58% | 3 |
| 4- | Attempting to solve internal employee problems | 60% | 4 |
| 5- | Attempting to solve the problems of external workers | 48% | 5 |
| 6- | Provides training courses and employee skills development | 30% | 6 |
| | Average weight percentile of points | 60.1% | six paragraphs |

By looking at the above table, it was found by the respondents' answers that the administration cares about workers' salaries and their fairness, as this paragraph got the highest rank among the paragraphs with a percentage weight (85%) because the factory is governmental and that salaries are subject to the laws and instructions of the Ministry of Industry and Minerals. The company has training courses and employee skills development) at least

(30) percentile weight among the paragraphs, and this indicates the lack of interest in human resources and public relations with workers in terms of increasing experience and keeping pace with the continuous development of the product.

B- Answering the question: What are the locations of social responsibility in factories towards the country's environment?

Table (6) shows the social responsibility of the public relations environment trend Country

| No. | Points | Weight percentile | Ordinal sequence |
|-----|---|-------------------|--------------------|
| 1- | The factory uses techniques to avoid environmental pollution | 60% | 1 |
| 2- | Using the technical method for the disposal of factory waste | 58% | 3 |
| 3- | The factory follows an appropriate approach in designing a product that reduces waste | 30% | 2 |
| 4- | The factory uses the waste recycling method | 0% | 4 |
| | Average weight percentile of points | 37% | of four paragraphs |

Through the respondents' answer to the first paragraph of the table above, it obtained a percentage weight (60%) that the factory uses modern techniques to avoid the environment from pollution in the process of operating the factory and its machines and generating the necessary energy for it in the event of continuous national power outages, and with this it can be said that The dairy production factory is one of the clean factories with low pollution, had it not been for the need to operate the

factory's electric generators. While the waste recycling clause obtained a percentage weight of (0%) because the factory produces healthy food (dairy of all kinds and products), it cannot be recycled and benefited from if it is damaged inside and outside the factory when the product expires.

C- What are the locations of social responsibility in factories towards the consumer?

Table (7) Shows the social responsibility of public relations towards the consumer (the customer)

| No. | Points | Weight percentile | Ordinal sequence |
|-----|--|-------------------|--------------------|
| 1- | The company is keen to provide high quality products to the consumer | 81% | 1 |
| 2- | Public relations are keen on credibility in promoting the factory's products | 80% | 2 |
| 3- | Public Relations is keen on developing the product on demand | 75% | 3 |
| 4- | Public relations take into account the purchasing power of the customer | 30% | 4 |
| | Average weight percentile of points | 66.5% | of four paragraphs |

It was found from the above table that the paragraph (the institution is keen to provide high-quality products to the consumer) obtained the highest percentage weight of (81%), which indicates the factory's keenness to provide the best product for it to try to compete with the private factories and laboratories as well as with the imported product in order to sell its product closest While the paragraph, public relations taking into account the

purchasing power of the customer, got the least percentage weight (30%), which indicates that, factory management with its public relations, is little concerned with the purchasing power of the consumer with low income, affiliated with the government ministry despite the factory The industry can support the product.

D- What happened? social responsibility in factory direction society?

Table (8) Shows the social responsibility of public relations in the direction of society.

| No. | Points | Weight percentile | Ordinal sequence |
|-----|--|-------------------|--------------------|
| 1- | The Corporation provides assistance and support from its manufactured products. | 35% | 1 |
| 2- | The Corporation seeks to expand its work and production in order to employ a number of the unemployed. | 30% | 2 |
| 3- | Public relations contribute to supporting sports and recreational activities. | 12% | 3 |
| 4- | The Foundation contributes to supporting the infrastructure of the community through paving or street lighting ... and others. | 10% | 4 |
| | Average weight percentile of points | 21.75% | of four paragraphs |

The table shows that the paragraph, the institution provides assistance and support from its manufactured products, has a weak percentage weight (35%), which indicates that the company does not support its products by reducing the prices of its products compared to the prices of the domestic or imported product, and does not take into account the limited income and the poor. The Corporation contributes to supporting the infrastructure of the community through paving or street lighting ... and others,

at a percentage weight of 10%, which indicates that the company does not support society with projects that benefit from it by allocating a small part of the profits to it. From a review of the four tables, it can be said that social responsibility, public relations and management care more about workers than all other elements, because they are producers, suppliers, and achieving profits for the factory.

C- Results of the ordered sequence statement for the study elements:

Table (9) Below shows the percentage of weights that each of the axes of the study obtained

| No. | Study items | Weight | Ordinal sequence |
|-----|---|--------|------------------|
| 1 | Social responsibility of public relations towards the consumer (customer) | 66.5% | 1 |
| 2 | Social responsibility of public relations towards factory workers | 60.1% | 2 |
| 3 | The social responsibility of public relations, the direction of the society's environment | 37% | 3 |
| 4 | Social responsibility for public relations direction of society | 21.75% | 4 |
| | Mean weight percentile | 46.33 | All study items |

Through the final result of all the weights of the paragraphs, it was found that the factory exercises the tasks of social responsibility towards (workers, consumers, environment, society) with a percentage weight of (46.33).

VII. RECOMMENDATIONS

1. Meeting by the specialist with businessmen and managers of governmental and private industrial establishments to clarify the concept of public relations and Social responsibility.
2. The Ministry of Industry should activate the supervisory role to follow up on factories and laboratories that are not committed to carrying out the duties of social responsibility and its work.
3. The concerned authorities and those responsible for industry and manufacturing in Iraq should pay attention to the health of workers and monitor pollution rates in the internal and external environment.
4. The necessity of spreading the culture of social responsibility within the social institutions by the administration or through public relations.
5. Providing concessions and incentives by the state to industrial establishments that are committed to carrying out their social responsibility tasks.
6. Monitoring the local product and its prices periodically by the relevant committees and holding the violator accountable.

7- The interest of officials, specialists, and directors of social institutions in the Public Relations Unit and its responsibility.

RESEARCHER'S SUGGESTIONS

1. The study of industrial institutions and their social responsibilities on a larger scale by research centers because of their importance in improving the country's economy industrially.
2. Studying social responsibility and public relations in other institutions such as educational, military and health-services, and other governmental and private institutions.
3. Open a unit-Public relations in all state institutions, large and small and eligibility for determining social responsibility and its internal and external work towards society and the environment.
4. The enactment of laws by the Ministry of Industry obligating government and private industrial establishments to allocate a unit or department for public relations and social responsibility towards workers and society.

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