

# The Communicative Frameworks of Public Relations for Promoting Social Integration from the Perspective of the Dialogue Theory A Descriptive Study of the Official YouTube Platform of the Iraqi Presidency

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## **Abstract:**

Interactive dialogue constitutes an advanced axis for managing public relations (PRs) in shaping communication messages. This approach is strengthened when the Management is earnest in facilitating dialogue through such communication, particularly in enhancing the individual's social integration. The study addresses the issue through the primary question: *What are the areas focused on by the communicative activities of the PRs Management of the Iraqi Presidency in opening channels of dialogue with the public to enhance the individual's role in community building via its official YouTube channel?*

The importance of the study lies in the utilization of interactive communication methods by the Public Relations Management (PRsM) through dialogue, contributing to developing new practices for improving content management strategies in PRs. Moreover, the study emphasizes the necessity of exploring this theory and its applications in community building. The research employs a descriptive approach, qualitatively analyzing the content presented on the official YouTube channel of the Iraqi Presidency. Although qualitative methods underpin the research, content analysis provides sufficient data to achieve its objectives.

The study concludes that the PRsM of the Iraqi Presidency primarily focuses on its assigned and executive tasks, directed towards reinforcing the Presidency's authority as an official entity. This focus diverges from societal concerns and the citizen's role in fostering communal coexistence and enhancing integration. Furthermore, the Management neglects the dialogue aspect with the audience, emphasizing one-way communication. Despite allowing viewer comments, the communicative message does not reflect interest in audience feedback. The study finds that the principles of the dialogue theory were not applied. This research differs from previous studies in its hypotheses and outcomes, suggesting the adoption of scientifically grounded frameworks of the dialogue theory to support cultural integration and societal security to build secure communities.

**Keywords:** *Dialogue Theory in Public Relations (PRs), Communication Strategies, Interactive Communication, Participatory Dialogue, Social Integration, Iraqi Presidency.*

## **Introduction:**

PRsM plays a vital role in implementing institutional policies, bearing significant communication responsibilities (Al-Shaheeb, *Digital Technological Systems for Public Relations*, 2022, p. 605). With the multiplicity of PRs tasks, the scope of its functions has expanded, enabling it to oversee the application of appropriate strategies in society (Alfelicia Nugky Permatasari, 2021, p. 377) and promote societal

culture to individuals while fostering communal reinforcement through specialized programs (Sulaiman, 2021, p. 103).

PRs are also tasked with establishing and directly managing communication channels (Amirat, 2019, p. 35). Additionally, they disseminate media and press activities and monitor the resulting interactions to ensure direct engagement with the audience (Goffman, 2022, p. 84). Among their executive responsibilities is performing tasks assigned by upper management (Al-Atwi, 2018, p. 31). These responsibilities encompass managing the institution's internal and external activities and fulfilling obligations related to organization, guidance, and direction (Al-Waeli, 2024, p. 36).

Moreover, PRsM within major institutions bears exploratory and procedural responsibilities, particularly in gauging public opinion by collecting data through research and surveys, providing comprehensive analyses to the institution's leadership (Russmann, 2023, p. 4). Procedural responsibilities also extend to managing the institutional image, reputation, crisis management, and shaping societal attitudes.

### **Review of Previous Studies on Dialogic Foundations in Interactive Channels:**

Several studies have addressed the theory of dialogue, contributing to shaping research directions and its application in social marketing based on the social responsibility of PRs (Refaec, 2022, p. 468). Hasan Niazi Al-Saifi (2018) conducted a study on the employment of social media platforms in Saudi universities within the framework of dialogue theory. This analytical study focused on Twitter and concluded that Saudi universities ranked best in 2017 for establishing interactive dialogic channels.

Abdel-Sadeq Hassan (2021) presented a study on dialogic strategies in PRs, comparing government organizations in Bahrain and Egypt. Using the descriptive method, the study explored the dialogic tendencies of PRs practitioners in the two countries, revealing that upper management empowered practitioners to receive public feedback and achieve communication up to the participation stage—considered the highest level of dialogic interaction, also known as the participatory strategy (Abdulsadek, 2021, p. 23).

In contrast, Hasan Nahar Muhasnah (2023) focused on communication strategies in digital PRs in an applied study on Taibah University and the Islamic University in Medina. This research emphasized building interactive relationships with the audience, finding that PRs departments prioritized Twitter and YouTube as key digital platforms for engaging with the public (Al-Saifi, 2018, p. 42).

Additionally, some studies integrated the concepts of dialogic theory with social and communicative dimensions. For instance, Hamdan Ramadan Mohammed (2020) explored the culture of dialogue and its humanistic aspects in Iraq. Although primarily sociological, the study intertwined dialogue with culture, aiming to foster interactive societies. One key finding was the emphasis on a culture of dialogue with all segments of society (Mohammed, 2020, p. 220). Similarly, Suleiman Rabah Al-Sharif Saleh (2021) conducted a critical analytical study of PRs models within the framework of dialogic theory. The study compared PRs communication models, highlighting that all four models played significant roles in enhancing and advancing PRs practices, particularly in employing communication strategies rooted in dialogue (Rosemarly, 2023, p. 461).

These studies underscore the importance of leveraging digital platforms in interactive communication, reflected in the strategic alignment of all their channels (Nasir, *Digital Public Relations and Their Role in Crisis Management in Egyptian Ministries*, 2019, p. 314). They offer valuable scientific insights into applying dialogic

theory in PRs, especially in institutions committed to fostering a culture of dialogue to enhance individual social integration and promote dialogue-based societal culture.

### **Dialogue Theory in PRs to Promote Social Integration**

Dialogue serves as the foundation for interaction and communication in shaping strategies that rely on interactive channels to engage audiences. The roots of dialogue theory trace back to *Grunig and Hunt's* models of PRs in 1984, specifically the fourth model of two-way symmetrical communication aimed at fostering direct interaction between institutions and their audiences (Saleh, 2021, p. 265).

Several studies have explored this theory. For example, Abdul Razzaq Al-Dulaimi and Walid Kadhim (2024) examined PRs ethics and their application, highlighting the role of ethics in dialogic engagement with the public (Kadhim, 2024, p. 122). Du'aa Ali Abdel-Kafi Shehata (2023) conducted a study on social integration, focusing on empowering individuals within society (Shehata, 2023, p. 228). Mohammed Shafi'i Barakat (2024) investigated the use of dialogic communication to promote Arab culture. His study emphasized expanding discussion frameworks to build communication bridges between organizations and their audiences (Farhat, 2024, p. 157). Similarly, Al-Sayed Lotfi Hassan Zayed (2024) explored interactive dialogic communication strategies for service organizations, focusing on employing digital technologies to facilitate interactive communication. The study revealed that these organizations prioritized social media platforms while maintaining interest in their official websites (Zayed, 2024, p. 238).

These works collectively outline the trajectory for applying dialogic theory in PRs, particularly in fostering interactive communication and social integration.

### **Study Issues**

Interactive communication plays a crucial role in building the communication processes of PRsM. It emphasizes the application of ethical practices and appropriate behaviors by practitioners in their engagement with the public (Al-Issawi, 2018, p. 224). This requires fostering societal systems, achieving peace and security, and enhancing mechanisms for individual integration into society. Furthermore, promoting this integration through interactive dialogue channels is vital (Abdalaziz, 2022, p. 9). Leveraging communication tools, including social media platforms with their interactive features, allows for broader dialogue opportunities (Carvill, 2018, p. 42). To this end, intensive programs and media campaigns are necessary to align with the goal of fostering individual and group development, strengthening cultural dialogue across diverse societal groups (Autres, 2019, p. 2012).

The research issue focuses on employing dialogic strategies as a communication model for PRs. This model represents a two-way communication approach between institutions and their audiences (Al-Uqabi, 2023, p. 88). It involves new tactics and diverse practices in PRsM while prioritizing activities targeting audiences (Muhasnah, 2023, p. 394). Dialogue as a communication culture has significant societal implications, aiming to achieve mutual understanding among civilizations (Al-Shatti, 2024, p. 219). This highlights the essence of communication in PRs based on its national responsibilities.

### **Research Problem**

The study investigates the capabilities of PRsM at the Presidency of the Republic of Iraq in facilitating impactful and interactive dialogues with the public. It also examines how these dialogues are managed to establish interactive

communication. The core research problem lies in applying the theoretical frameworks of dialogue theory to build interactive communication channels. The main research question is:

- *What are the areas focused on by the communicative activities of the PRs Management of the Iraqi Presidency in opening channels of dialogue with the public to enhance the individual's role in community building via its official YouTube channel?*

From this question, several sub-questions arise:

1. *What are the communication and media activities adopted by PRs management at the Presidency of the Republic of Iraq to encourage public dialogue?*
2. *What are the communication strategies and approaches reflected in the messages directed to the public by PRs management through the Presidency's YouTube channel?*
3. *Has the PRs management at the Presidency of the Republic of Iraq succeeded in achieving interactive dialogues with the public via its YouTube channel?*

The research explores methods to enhance public relations management at the Presidency of the Republic of Iraq through its official YouTube channel by adopting modern dialogic techniques and establishing equitable communication channels with the public. This aligns with Article (1), Chapter (1) of the internal regulations of 2015 for the Presidency of the Republic, published in the *Al-Waqa'a Iraqiah*, Issue 4360, dated April 13, 2015, year 56.

The significance of this research lies in studying interactive communication methods, contributing to the development of new practices for improving PRs content management.

### **Research Objectives**

The study provides an empirical framework to explore the scientific application of dialogue theory and its contributions to interactive communication by utilizing the communication tools of PRsM at the Presidency of the Republic of Iraq through its official YouTube channel. The objectives are as follows:

1. To identify the methods and practices adopted by PRsM to attract public engagement and foster dialogue, thereby enhancing interaction and fulfilling its ethical and national responsibilities.
2. To determine the areas of focus in PRsM's content and messages directed at the public.
3. To explore the communication strategies employed by PRsM at the Presidency of the Republic of Iraq in engaging with the public.
4. To outline the societal dimensions of PRsM concerning its national duties in promoting and enhancing individual social integration.

### **Study Scope**

The researcher has defined the scope of this study by analyzing the content available on the official YouTube channel of the Presidency of the Republic of Iraq, including all videos, descriptions, and interactions, within the following parameters:

- **Timeframe:** The analysis covers the period from July 1, 2024, to August 31, 2024.
- **Subject Matter:** The study focuses on presenting scientific frameworks for enhancing the communication practices of PRsM in building societal systems through the examination of dialogue channels available to the public.

### **Study Methodology**

The research methodology forms the foundation for the systematic and academic framework in addressing the research problem. It provides an organized approach to achieving the objectives of the study. Methodology serves as an investigative tool that allows the researcher to utilize scientific tools within the framework of the humanities and social sciences to uncover scientific truths about the research problem, based on results derived from these tools (Sumaili, 2024, p. 886).

The researcher adopted the descriptive method, offering a qualitative description of the content presented on the official YouTube channel of the Presidency of the Republic of Iraq. Given that the research relies on qualitative studies, the content analysis tool and observation tool were employed to gather sufficient data to achieve the study's objectives.

### **Research Population and Sample**

The research population constitutes the central focus of the study's problem. The researcher utilized the comprehensive enumeration method, analyzing all activities conducted on the official YouTube channel of the Presidency of the Republic of Iraq within the specified timeframe. This approach enables the researcher to reach scientific truths by considering all technical and homogeneity-related factors within the population and addressing the variability across its units. This method minimizes potential errors associated with relying on a sample (Kamel, 2022, p. 58). The researcher analyzed all activities, including published video content and the descriptive captions accompanying each video.

### **Data Collection Tools**

Data collection tools are among the most essential techniques for obtaining information in scientific research. They necessitate adherence to scientific procedures to ensure the validity of these tools. The researcher relied on the content analysis tool (specifically, the "**unit of analysis**" for video publications) available on the official YouTube channel of the Presidency of the Republic of Iraq. Additionally, the observation tool was employed, ensuring consistent results. The material analyzed was static, allowing for consistent findings over time (Zahawi, 2022, p. 28). These tools were designed based on the theoretical framework of the research problem.

### **Data Analysis Approach**

Scientific and methodological processes are critical in advancing scientific research to achieve the objectives and hypotheses of the study. Data analysis offers a broad field that aligns with the scientific tools designed according to the methodological framework of the research problem (Al-Furani, 2023, p. 936). While the researcher adhered to the methodological framework, a qualitative study approach was utilized to derive the desired results.

### **Research Hypotheses**

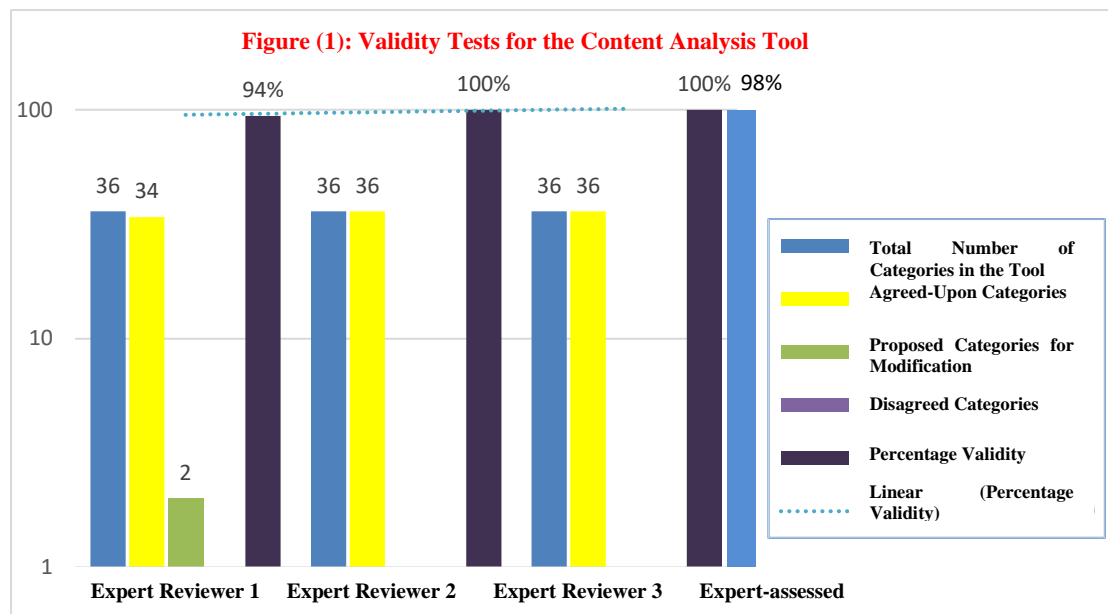
Dialogue theory provides a range of scientific frameworks for employing innovative approaches to engaging with the public and building interactive communication that fosters lasting relationships. The researcher proposes several operational hypotheses that can be scientifically tested:

- 1) Dialogue with the public is a priority outcome and constitutes an integral part of interactive communication processes.

- 2) The more dialogue with the public is based on active participation and expression of opinions, the more effective and impactful it becomes.
- 3) There is a direct relationship between how a message is presented for dialogue and the PRsM's intent to leverage this dialogue, contributing to interactive communication.

### Validity Testing

The researcher prioritized the application of face validity procedures by presenting the content analysis tool to a panel of expert reviewers<sup>1</sup> specialized in the study variables. The results of these procedures were determined using a validity equation for each expert reviewer's evaluation.



### Discussion of Results

The findings of this study revolve around the qualitative description based on the practical foundations of dialogue theory, which the researcher employed to achieve the study's objectives. The focus was on the official YouTube channel<sup>2</sup> of the Presidency of the Republic of Iraq. A total of (87) videos were analyzed within the specified timeframe. The study produced several findings based on the key dimensions of the analysis tool, as outlined below:

#### First: Domains of Activities Achieved by the PRsM

The study explored the areas of activity carried out by the official YouTube channel of the Presidency of the Republic of Iraq. These activities were categorized and diagnosed as follows:

##### 1. Directed Communication Activities

<sup>1</sup> Prof. Dr. Haitham Akkab Atiyah  
Asst. Prof. Dr. Jassim Tarish Al-Aqabi  
Asst. Prof. Dr. Khalaf Karim Kuwesh

<sup>2</sup> <http://www.youtube.com/@Abdullatif.Rashid>

The study revealed a significant focus on press conferences that highlighted the achievements of the Presidency of the Republic of Iraq. However, the channel did not feature any separate media activities or television interviews. This lack of varied content failed to encourage dialogue with the audience. See Table (1) below:

**Table (1): Directed Communication Activities**

Category		Available	Unavailable
1	Media Activity		✓
2	Press Conference	✓	
3	Television Interviews		✓

## 2. Executive and Assigned Activities

The findings indicated that the executive and assigned tasks of the PRsM of the Presidency of the Republic of Iraq included several types of coverage: meetings with political figures, diplomatic activities, and coverage of official visits. However, the channel did not feature any presidential directives that outlined its powers, nor any activities related to the ratification of international agreements. These tasks were presented as mere media coverage rather than being used as opportunities for dialogue with the audience. See Table (2) below:

**Table (2): Executive and Assigned Activities**

Category		Available	Unavailable
1	Presidential Directives		✓
2	Personal Meetings	✓	
3	Diplomatic Tasks	✓	
4	Agreement Ratifications		✓
5	Official Visits	✓	

## 3. Priorities in Communication Publishing

The study revealed an interest in areas such as building a positive public image through video activities, enhancing the international reputation of the Presidency, and addressing internal or external crises. However, these efforts did not foster audience participation or dialogue. See Table (3) below:

**Table (3): Objectives of Communication Publishing**

Category		Available	Unavailable
1	Enhancing Public Image	✓	
2	Reputation-Oriented Activity	✓	
3	Crisis Management	✓	

The analysis of activities performed by the PRsM revealed a disparity between achieved and unachieved categories. A single communication activity—namely, media coverage—was prioritized, supporting the media strategy. Meanwhile, the focus on executive tasks enhanced the objectives of communication publishing. See Figure (2) for a visual representation.

## Second: Directions and Strategies of Communication Publishing by the PRsM

The study analyzed the directions and strategies of communication publishing evident in the videos on the official YouTube channel, as identified by the researcher. The results are summarized below:

### 1. Achieved Frameworks of Communication Coverage

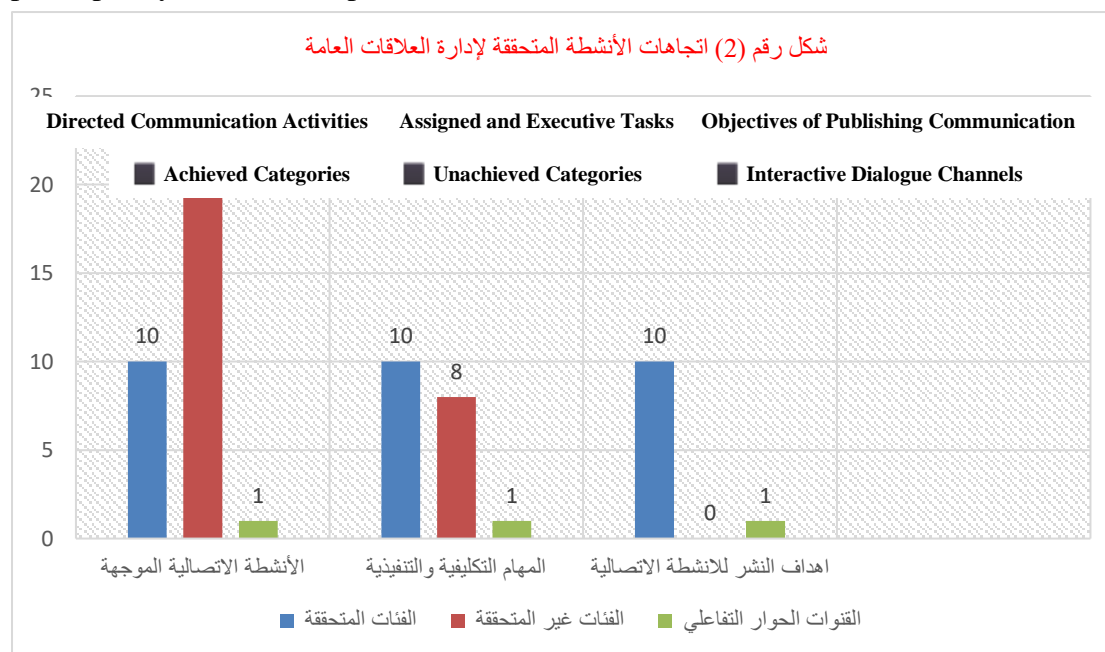
The study revealed significant attention to political frameworks, followed by social frameworks, and international issues of global concern. However, no attention was given to economic frameworks. See Table (4) below:

**Table (4): Achieved Frameworks of Communication Content**

Category	Political Framework	Social Framework	International Framework	Economic Framework
1	✓			
2		✓		
3			✓	
4				✓

### 2. PRsM Strategies

The study results revealed that the PRsM primarily relied on media strategies for communication and publishing activities across the official YouTube channel of the Presidency of the Republic of Iraq. The Management did not employ other strategies to enhance engagement with the audience, resulting in the absence of any dialogic or participatory channels for public interaction. See Table (5) below:



**Table (5): Strategies Adopted by the PRsM**

Category	Available	Unavailable
1	Media Strategy	✓
2	Dialogue Strategy	
3	Consensus Strategy	✓
4	Persuasion Strategy	✓

The findings indicate that while various fields of activity, including community-related initiatives, were part of the Management’s content, these were not prioritized to strengthen social integration. These activities were presented in the official videos on the Presidency’s YouTube channel. However, the lack of dialogic strategies for communication and interaction with the audience hindered direct engagement. See Figure (3) for the flowchart representation.



**Third: Managing of Messages Directed to the Audience by the PRsM**

The study revealed several indicators regarding the management of communicative messages through videos and their accompanying descriptions, as outlined below:

**1. Flow of Communicative Messages with the Audience**

The study found that the flow of communicative messages followed a unidirectional path, aligning with the media strategy adopted by the PRsM of the Presidency of the Republic of Iraq. There were no indicators of bidirectional message flow, despite the potential for such interaction through the comments section. Furthermore, no dialogic channels were established for audience engagement. See Table (6) below:

**Table (6): Flow of Communicative Messages with the Audience**

Category		Available	Unavailable
1	Message with Unidirectional Flow	✓	
2	Message with Non-Balanced Bidirectional Flow		✓
3	Message with Balanced Bidirectional Flow		✓

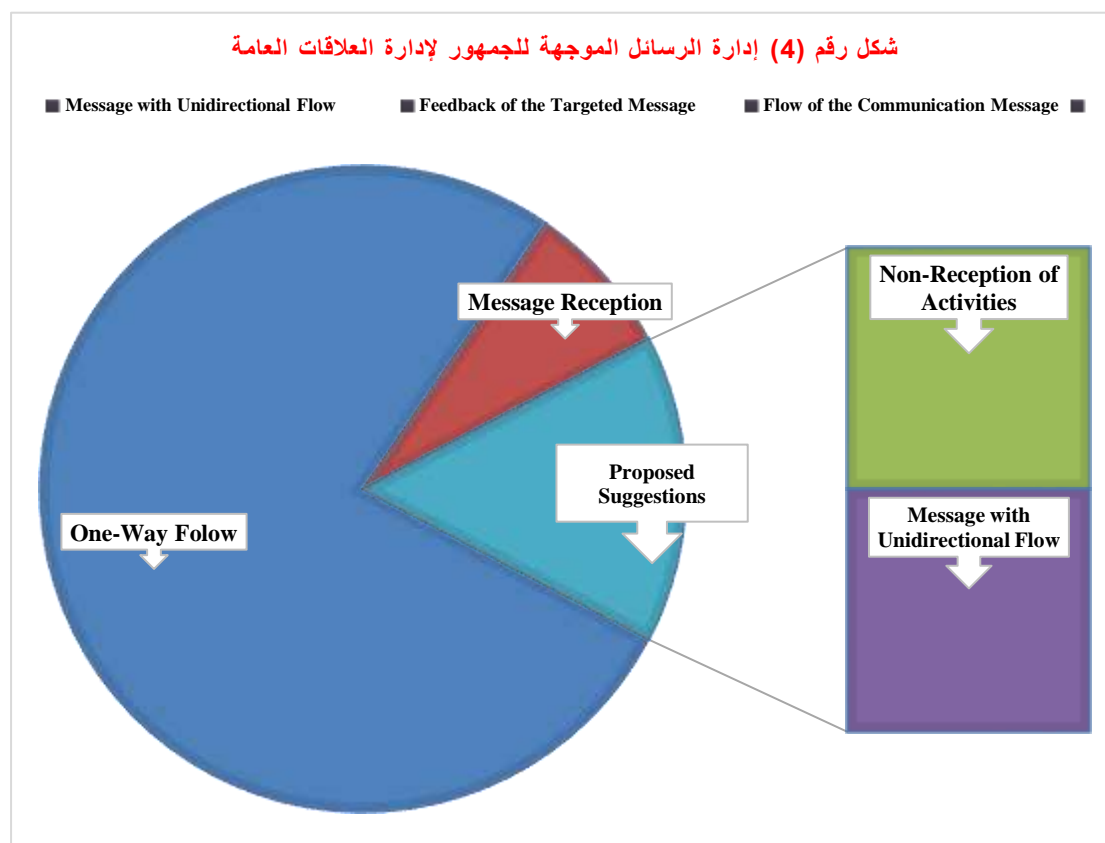
**2. Receiving Audience Opinions and Suggestions**

The study results showed no efforts to collect or incorporate audience feedback or suggestions to foster direct interaction through the official channel of the Presidency. See Table (7) below:

**Table (7): Types of Activities Presented to the Audience**

Category	Available	Unavailable
1 Receiving Messages		✓
2 Proposed Suggestions		✓

The analysis of message management indicated that the PRsM did not adhere to the theoretical frameworks and principles of dialogue theory. Instead, the Management focused solely on delivering messages unidirectionally without creating channels to receive suggestions or messages from the audience. Consequently, it failed to achieve

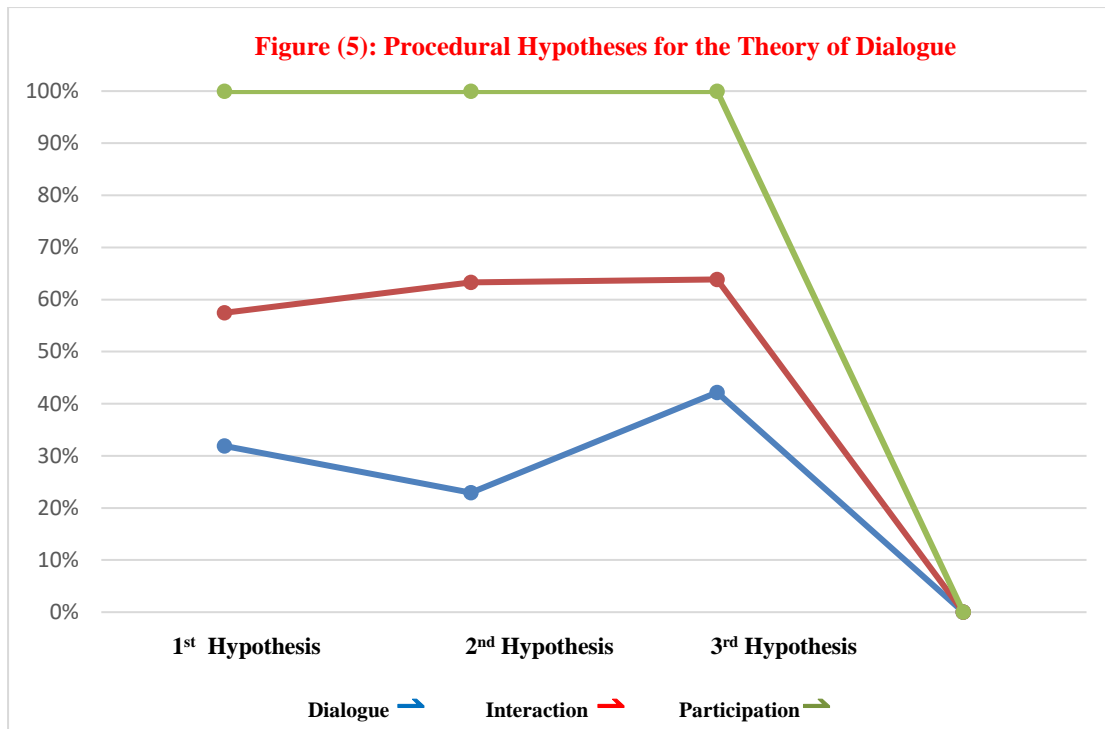


dialogic interactivity with the public. See Figure (4) for a visual representation.

**Figure (4): Managing of Messages Directed to the Audience by the PRsM**

❖ **Complete Reception of the Targeted Message by the Audience**  
 The study tested the operational hypotheses of the dialogic theory in PRsM for the Presidency of the Republic of Iraq via its official YouTube channel. The findings revealed the following:

- 1) There is a confirmed connection with the audience, as evidenced by the significant number of views of the video content on the official channel. However, no actual dialogue with the audience was observed.
- 2) The absence of dialogue with the audience resulted in a lack of direct interactivity with the video content despite the large number of views.
- 3) The media strategy adopted by the PRsM did not provide space for audience participation. This aligns with the content delivery approach, which indicates no intent by the Management to engage in dialogue or receive feedback from the audience (refer to Figure (5)).



## Conclusion

The study explored the role of the official YouTube channel of the Presidency of the Republic of Iraq in enhancing social security by fostering citizen engagement and utilizing dialogic communication channels to promote social integration.

The findings revealed a notable inconsistency in the naming of the official YouTube channel, listed as “*Abdul Latif Rashid*,” contrary to the formal naming conventions that represent the Iraqi Presidency. This discrepancy is unique to the YouTube platform, whereas other social media accounts, including Facebook, Twitter (X), and Instagram, are properly titled under the official designation of the Iraqi Presidency.

Additionally, the study highlighted that the PRsM of the Presidency has primarily focused on executive and assigned tasks, emphasizing the symbolic role of the Presidency in representing Iraq through activities such as hosting delegations and conducting official visits. However, these efforts have often neglected priorities related to social issues and citizen engagement, thus failing to address the role of the Presidency in fostering societal coexistence and integration.

The study also noted a lack of interactive dialogue with the public. While the channel allows for viewer comments, its communicative content, consisting mainly of video clips and descriptions, does not reflect an interest in soliciting public feedback. This one-way communication approach, centered on the President as an individual, has diminished public interactivity and engagement with the channel.

Consequently, the study concluded that the operational hypotheses of dialogue theory, particularly those concerning interactivity, dialogue, and participation, were not achieved. This aligns with the study's findings, which analyzed the practical application of dialogue theory and its role in promoting social integration.

The study offers several recommendations to the Presidency of the Republic of Iraq. First, it advises renaming the official YouTube channel to align with the titles used on other communication platforms and the official website. Second, it urges adherence to the obligations outlined in Article 1, Chapter One, of the 2015 Internal Regulations

of the Presidency, published in the *Al-Waqa'a Iraqiah* (Issue No. 4360, dated April 13, 2015, year 56). This article stipulates: “*The President of the Republic is the Head of State, the symbol of national unity, the representative of national sovereignty, and the guarantor of adherence to...*”.

Lastly, the study recommends leveraging the scientific frameworks of dialogue theory to support cultural integration and social security initiatives, thereby contributing to the development of safe and cohesive communities.

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