FACTORS INFLUENCING ETHICAL PUBLIC RELATIONS PRACTICE: A CASE OF KENYATTA NATIONAL HOSPITAL

PRESENTED BY
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This is a research project submitted to the school of continuing and distance learning for partial fulfillment of the award of Diploma of Public Relations of the University of Nairobi

2014
DECLARATION
This is my original work and not been presented in any other university for any academic Award and study.

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ABSTRACT

This study seeks to explore the factors influencing public relation practice in the public health sector in Kenya, focusing on employee capability, technology, communication and financial resources. The study reviews existing literature and experiences on public health service public relation practice. I have designed the study to investigate the factors influencing ethical practice of public relations in Kenyatta National Hospital. In particular, I examined the following organizational ethics factors: presence of ethics code, top management support for ethical practice, ethical climate, and perception of the association between career success and ethical practice. My analysis revealed that the presence of an ethics code along with top management support and a non-egoistic ethical climate within public relations firms significantly influenced public relations professionals' ethical practices. This study is done in evidence drawn from Kenyatta National Hospital, the largest referral hospital in Eastern & Central Africa. The study will also use a descriptive survey on total of fifteen respondents, comprising; five doctors, five nurses and ten public relation officers. Data was collected using interviews and observation during my visits to the hospital.