The Effect of Skill Training In Developing The Etiquette Skills Of Relationship Practitioners: An Experimental Study In The Iraqi Ministries"

By

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Abstract

The study aimed to know the correlation between (Training and Etiquette) in the research community (before and after) the experience of the two groups (experimental and control) and to know the differences in the skills of the respondents according to (gender, age, job position) of the experimental group and its measurement through the application of (A tight scale) following the experimental method on the 150 respondents within the comprehensive inventory method in (Ministry of Electricity and Ministry of Communications) for the extended period (1/12/2021 until 1/4/2022). It was found that there is a direct correlation between (Training) and (the Etiquette skills of public relations practitioners) with statistical significance among the members of the research community in all the tests. It improves their practical practices on the job to put the acquired skills into practice and face the problems that confront their work within the ministries in order to achieve the goals and to ensure the building of solid charisma to enable the public relations practitioner to influence the public, and it also shows that there is an actual need to train public relations practitioners on (Etiquette skills) at government institutions .The study recommended the issuance of a Training manual for Etiquette skills and the rules of the international protocol and the inclusion of all employees at various administrative levels to participate in Training courses on its contents and methodology, with the need to apply international standards Scale to measure their skills and increase interest in building their capabilities.

Key words: Etiquette, Charisma, Training, Public Relationship, Experimental Study

Introduction

The quality of university education in the field of public relations has become an accelerating confrontation with the global transformations in communication activities that imposed the reality of continuous improvement of the skills of public relations practitioners, developing their methods and building their capabilities to ensure their efficient and effective performance, especially the leadership competencies.

At the same time, the power of influencing the public lies in the strength of the skills of public relations practitioners, as the set of behavioral rules meet in one concept that unites them all under the term (etiquette), which is one of the most prominent skills of the communicator that contributes to promoting effective communication with the public and achieving the goals of the institution,

However, it did not receive a large share of specialized research and studies, especially since it is the mainstay in the communication system that describes the role of (the communicator), as the leadership personality became an essential factor in the success of government institutions in particular and played the role of an active influencer in the process of making charismatic leadership. Able to manage government institutions correctly and positively.

The possession of public relations practitioners with a set of skills, features and protocol rules to implement their duties in the internal or external government service contributes effectively to maintaining the reputation and prestige of the government institution, especially since any breach of it harms the system of relations between government agencies and the public at the local and international levels.

Methodological framework

First: The problem of the study
The outputs of university education need a supplementary stage after graduation in order to bridge the performance gap and meet the realistic practical requirements, specifically in government institutions, and to enhance the skills necessary to bridge the gap between the current situation and the required situation and make distinguished progress in government performance and then achieve the goals of the institution to create a positive situation for communication with the audience.

The problem of the study is summarized in the following question ((What is the effect of skill training on the etiquette of public relations practitioners in Iraqi ministries?)).

Second: The importance of the study
The importance of the theoretical and field study stems from several points, the most important of which are:

1.   Using the (experimental approach) for the first time in media studies within the master's stage (as far as the researcher knows), which is the most accurate scientific method in proving the results of studies in particular and then revealing the causal relationships between the variables affecting the phenomenon under study, although The difficulty of its procedures and the scarcity of its uses.

2.   Using the latest leadership theories (Leadership Competency Frameworks Theory) as a research-oriented theory, published in 2019, which no Arab or local study has ever used in communication studies except for foreign studies.

3.   Using Bandura's social learning theory, which is one of the closest learning theories consistent with the experimental approach and the skill training methodology, especially as it is based on experiential learning.

4.   The novelty of the study at the local and international level - within the limits of the researcher's knowledge - and the scarcity of previous local and Arab studies that dealt exactly with the variables of the current study (training, etiquette) combined together, so the researcher considered it necessary to study it as the most important functions and skills of public relations.

5.   This importance comes from the theoretical point of view of the scarcity and limitations of the sources, as it is expected that this research will contribute to providing generalized, relative information that enriches the scientific library, specifically the local and Arabic ones.

Third: Objectives of the study

The study aims to achieve a number of goals:

1. Knowing the correlation between (training and etiquette) among the members of the research community (before and after) the experiment of the two groups (experimental and control).

2. Knowing the differences in the etiquette skills of the respondents according to (gender, age, job position) before and after the experiment.

3 . Identifying weaknesses in the training skills of the respondents.

4 . Knowing the extent of the respondents' interest in developing themselves in the field of public relations.

5 . Studying the etiquette skills of public relations practitioners in Iraqi ministries.

6 . Analysis of the training needs of members of the research community in order to bridge the performance gap.

7 . Designing a training program that matches the job tasks assigned to them.

8 . Implementation of a training program based on experimental designs.

Fourth: Study hypotheses

From the main question, a number of hypotheses emerge:

1. There are no statistically significant differences between the average scores of the post-test for both groups (experimental and control) on the skill (etiquette).

2. There are no statistically significant differences for the skill (etiquette) in the post-test for the two groups (control and experimental) according to the answer to the (four) questions in the test.

Fifth: Previous studies

The first study: Muhammad Hajjaj Al-Atali, the professional skills of public relations practitioners in Kuwaiti ministries.

This study aimed to identify the professional skills of public relations practitioners in Kuwaiti ministries in terms of qualification, training, expertise, practitioners' satisfaction and their assessment of the job conditions in which they work. To achieve this, the descriptive analytical method was used, and the study sample consisted of (250) individuals selected by the simple random sampling method. (235) questionnaires valid for statistical analysis were analyzed. The validity and reliability of the tool were confirmed by well-known scientific methods. Frequencies, percentages, and arithmetic averages were used to answer the study questions. The study reached a set of results, the most important of which were the following:

1. Public relations practitioners have the skills to conduct scientific research, use modern communication technology, personal communication, deal with mass communication, follow public and private news in the field of work, and be fluent in Arabic and English at different degrees.

2. The average satisfaction rate of public relations workers with their professional skills came in the first order.

3. One of the main shortcomings that public relations practitioners suffer from is the lack of training courses, planning and the number of employees.

Criticism of the previous study

1. The sample of the previous study is (Kuwaiti ministries), while the sample of the current study is (Iraqi ministries).
2. The independent variable for the previous study (vocational training) while the current study (skill training).
3. The method of the previous study is descriptive (analytical), while the method of the current study is (experimental).
4. The tool of the previous study is (questionnaire), while the tool of the current study is (formal scale + test).

The second study: Mahmoud Mohamed Abdel Ghaffar, the impact of training on developing media performance: a case study on the Al Jazeera Media Center for Training and Development.

The study focused on finding an approach to the outcomes of media training and its impact on developing the professional performance of the trainees and monitoring the size of the skills acquired by these trainees during the training period, and the extent of the change or modification that occurred in the professional behavior of the respondents after the training.

The study is classified within the framework of descriptive research, using the survey method, depending on the questionnaire tool.

The study monitored the number of trainees in courses related to the press and media field at Al Jazeera Media Center for Training and Development during 2012, reaching 474 trainees. Jobs in the research community were classified into five categories: media jobs, administrative jobs, students, graduates and researchers, professions and self-employment, and the unemployed category.

The study selected media trainees; Because they are the main objective of the research, their number has reached 219 trainees, distributed among a number of countries and media institutions.

The study concluded in its approach that
1. The trainees' evaluation of the impact of the center's courses on developing their media performance varied. As 50% of the respondents considered that the development was great, while 40% believed that the development was moderate, and 10% of the respondents considered that the development was limited.

2. A large percentage considered that the development of applied skills is one of the most important goals achieved by the center, followed by the goal of contacting new experiences and professionalism.

Criticism of the previous study

Approach:

- The previous study approaches the current study with the future variable (training), but it departs from it with the following:

get away:

- The method of the previous study is the (descriptive) method, while the method of the current study is the (experimental) method.

- The sample of the previous study are trainees (Al Jazeera Media Center for Training and Development), while the population of the current study are employees of (Iraqi ministries).

- The tool of the previous study is (questionnaire, participatory observation, direct interview, indirect interview), while the tool of the current study is (a scale of pictures + test).

Sixth: Research limits:

- Objective limits: are evident in revealing the nature of the correlation between (training and etiquette) among public relations practitioners in the Iraqi ministries and measuring it through the tools used in the experimental approach to the study in question.

- Place Limits: the research was conducted on the respondents, who numbered (150) within the comprehensive inventory method in the (Ministry of Electricity and Communications), which is a method for collecting data from all the vocabulary included in the research, and this method gives integrated data and accurate results, as (all Iraqi ministries) were chosen. Among the lists of society available by lottery, because it gives an equal and independent opportunity to choose for all the vocabulary, and the vote fell on the aforementioned ministry.

- Time limits: the experiment was applied for the extended period (1/12/2021 until 31/12/2021).

Study Approach

In the objectives and hypotheses of the study, the experimental method was relied on, which "is considered a deliberate and controlled change to monitor the specific conditions for the occurrence of a behavior, situation or phenomenon while noting the changes resulting from this change to determine its causes by exposing a group (or more) of individuals to a specific stimulus while controlling the factors Which is reflected on the effectiveness of this stimulus, and then measurements and comparisons are made that clarify the effect of this exposure".

Seventh: Experimental Design

The experimental design with two groups (control and experimental) with two correlated samples was relied on as follows:

A- Experimental group

It means conducting a (pre-test) in order to determine the level of its members before conducting the experiment, then applying the independent variable (training), and then

conducting a (post-test) on the same sample with the intention of knowing the effect of the experiment on them and knowing the differences between the two tests.

B - The control group

It means conducting a pre-test in order to determine the level of its members before conducting the experiment, (without applying) the independent variable, and then conducting the post-test on the same sample with the aim of knowing the differences between the two tests in line with the research problem and the nature of the respondents, as shown in Table No. (1)).

C- The plan

1. Number of participants during the experiment: (150) participants divided into two groups (75 controls and 75 experimental).

2. Number of participants after the experiment: (130) participants divided into two groups (65 controls and 65 experimental).

3. Duration of the trial: four months.

D- Dividing the groups: Table No. (1) indicates how the groups (control and experimental) are divided.

Table No. (1) Demonstrates the experimental design of the current research.

Group	Pre-Test	No Of Samples	Independent Variable	Post-Test	No Of Samples	Objective
Experimental	Competencies of the respondents	75	Training	Competencies of the respondents	65	Know the difference between the two tests
Control		75	Without training		65	To ensure that the post-test result was not the result of the experience gained from the pre-test of the experimental group

Eighth: Define and adjust the variables

Equality of the respondents:

Before the start of the experiment, the researcher conducted a parity for the respondents in some variables that would affect the results of the research, as shown in Table No. (1) of the experimental design of the current research.

Adjusting extraneous variables

It is one of the types of independent variables that affect the results of the research, so it is like the undesirable effect that the scientific researcher should anticipate and observe and then adjust for the purpose of isolating and neutralizing them.

Ninth: Details of the study tools:

One of the basics of scientific research is to use a valid tool to collect data from the respondents in the subject of the research, to measure their skills in a way that ensures the validity of the hypotheses developed by the researcher, as the same tool was adopted in the pre and post tests, according to the tools detailed below.

Etiquette scale

It is a measure to test the respondents' skills in protocol skills and etiquette by answering a set of questions in the form of a written test designed by the researcher in a paper form and then presented to the respondents in the study in order to answer them, consisting of four groups of questions:

1. Questions of a type (true or false) consisting of (10) items.

2. Questions that require an answer by filling in the blanks consisting of (3) items.

3. A mock test to discover the protocol (errors) in the picture, consisting of (8) items.

4. A mock test to discover the protocol (semantics) in the picture, consisting of (5) items.

Tenth: Honesty and Constancy

Honesty

The apparent validity of the research tools was confirmed by presenting them to (11) expert arbitrators for the purpose of adapting the scale according to the research environment and knowing its suitability for measuring the skills of the respondents.

Constancy:

The stability of the test is defined as the accuracy of the scale or is the consistency of a method in measuring something. If it is possible to achieve the same result using the same methods under the same conditions, then the measurement will be considered reliable, that is, it is stable (*Abu* Allam, 481: 2010).

Accordingly, the researcher applied the (test/retest) method to a sample of respondents (15) using the Pearson correlation coefficient as shown in the following table:

Table No. (2): Calculated stability coefficients (test/retest)

skill	Constancy factor
Etiquette	0.831

It is clear from the previous table that the values of stability coefficients are high, which reassures the researcher to apply the test to the study sample.

Fifth: Concepts, terms and procedural definitions:

Effect: It means all the changes that can occur to the dependent variable because of the independent variable, meaning that this effect is caused by the independent influence only and not by other factors, meaning that the change that occurs in the etiquette skills of public relations practitioners is the result of skill training.

Training skill: (a planned, organized, continuous and measurable communication process aimed at acquiring skills, transferring knowledge, modifying behavior and changing attitudes to enable the individual to perform his job efficiently and effectively).

- Etiquette: (a set of behavioral rules that are acquired through training to enable the public relations practitioner to influence the public to achieve the goals of the institution).

Public Relations Practitioner: He is the person in charge of the communicative process and assigned to tasks related to the internal and external audience of the institution in order to achieve its goals.

Iraqi Ministries: (any governmental institution with executive authority that has a legal personality that exercises its functions under the Iraqi constitution).

Methodological Framework

Training concept

The subject of training is one of the topics that are of great importance for the transfer of expertise and skills, especially in the media and administrative fields, in order to build the capabilities of workers, empower them skillfully and encourage them to compete.

Training Definition

Procedural Definition

The researcher defined training as: "a planned, organized and measurable communication process aimed at (acquiring skills, transferring knowledge, changing directions, improving performance, solving a problem, modifying behavior) to build the trainee's capabilities and enable him to perform his job efficiently and effectively."

Theoretical approach to training

Social Learning Theory

Learning is the dynamic dynamic process that is manifested in all the relatively constant changes in behavioral patterns and cognitive processes that occur in individuals as a result of their interaction with the physical and social environment through imitation, repetition, practice and training. (Mansour and others, 1997, p. 236).

It is one of the theories (cognitive-behavioural) related to the practice of public relations and communicative behavior of organizations and assumes that the individual learns new behaviors by observing the positive consequences of these behaviors in others (Al-Jammal, Ayyad, 2014, p. 81).

Training In Iraqi Ministries

Training and human resource development in Iraqi ministries is subject to the provisions of Article 19 of the Civil Service Law No. (24) of 1960, which requires the preparation of a system based on the latest administrative practices in this field due to the need to grant comprehensive development opportunities to all cadres of government employees for the purposes of achieving goals in accordance with Effective strategic plans that ensure continuous improvement in performance to eliminate the gap between current and target performance.

Etiquette concept

Public relations is a specialized apparatus in the first place, and in order to carry out its duty in the context of international and local dealings, rules and foundations must be established to develop the skills of specialists in this apparatus after training them to raise their

level, develop their knowledge and change their attitudes in order to enable them to perform their work efficiently and effectively, as etiquette includes a set of rules The written and unwritten principles that regulate courtesies and precedence, and the various occasions, parties, official and social banquets, and these rules and principles indicate the right manners that combine the rules of classy behavior.

Definition of etiquette

Procedural definition of etiquette

Etiquette: "It is a set of behavioral rules that are acquired through training to enable the public relations practitioner to influence the public and achieve the goals of the institution."

Theoretical introduction to etiquette

Leadership Competency Framework

These ideas are one of the latest leadership theories (Ruben, 2020,), as this theory was published in 2006 (Ruben, 2006) to develop a framework for the most important leadership competencies and skills necessary to perform work and enable it to modify it in the period (2012 - 2017) in order to develop this Concept (Ruben, 2012) (Ruben, De Lisi, & Gigliotti, 2017) updated in New Jersey Design (Ruben, 2019)

This theory was built on the basis of the following necessary leadership competencies:

1. Analytic Competencies
2. Communication Competencies
3. Personal Competencies
4. Organizational Competencies
5. Positional Competencies

The researcher will deal with the study of personal competencies because it represents the field that focuses on the personal qualities of the individual within the rules of upscale behavior (etiquette), which includes the knowledge of the protocol rules and personal skills that generally result in admiration and understanding of others and admiration for being a role model followed by others because of their personality and high specifications.

Training Program

It is a skill training program that links the internal and external dimensions of the etiquette skill set, designed by the researcher to measure the impact after training and to increase the interest of leaders, officials and employees in public relations protocols, which is an essential skill of communication skills with the public, and a characteristic of successful institutions and ministries, so that it constantly gives Positive image of her dealings with others.

objectives of the training program

Getting acquainted with the comprehensive concept of the science and art of etiquette, protocol, courtesy and its arts, knowing the rules of precedence between people and applying the etiquette of presentation, acquaintance, handshake and body language on official occasions, knowledge of etiquette and table manners in meetings and official interviews, preparing programs for official visits for dignitaries, and getting acquainted with international ceremonies and rules to raise Flags on official occasions.

Public Relations in Iraqi Ministries

Public relations means the mechanism through which to deal with and interact with official authorities, events and members of society and achieve the necessary harmony, and the best ways to

reach positive results through this communication process, those that deal with a pleasant approach characterized by vitality, familiarity, etiquette, nice courtesy and the exchange of human feeling to win the affection of other parties and achieve a level of perfect harmony.

Public relations, by virtue of its functions and tasks that it performs, is a social phenomenon, but it has changed in terms of the nature of dealing with its previous mechanisms, which were limited to completing transactions and achieving secondary procedures needed by routine work in government institutions, private work sectors and others, and transformed by the importance and effective function that it began to perform in the modern concept. To a fine art of human communication and an effective tool for creating distinguished relationships between institutions and their external audience. Public relations, by virtue of its growing function, is described as (human relations engineering) for its role in creating modern, civilized relations that have all the influence between institutions. It has become a science that is taught and an art that is practiced, and it is expected that this trend will create a new understanding of public relations, more expressive and more rooted. Public relations, as a result of practical experiences in modern life, is an important factor in the success of any project, whether it is political, economic, cultural or social. Interest in public relations has extended to improving the image of countries in the world through well-thought-out and organized public relations campaigns, and its role is no longer limited to mere promotion of a specific commodity or provide a stand-alone service.

Field frame
Statistical manipulations

The researcher compared and interpreted the data and results, and produced simple and complex tables and graphs through figures with statistical significance, which allow drawing conclusions and discussing them scientifically, and linking them to the methodological and theoretical aspect, and then the study's integration and consistency, as shown below:

1. The T-Test, which measures the size of the differences between the averages of two correlated samples, was used, as well as the Mann Whitney test to measure the differences between the respondents according to a specific variable, by relying on the SPSS statistical program.

2. The researcher used the Kouhan equation to verify the effect size of the independent variable (the training program), which indicates that:

A - If the effect size is less than (0.50), it indicates that the effect size is weak.

B - If the effect size is between (0.50 - 0.80), it indicates that the effect size is medium.

C - If the effect size is more than (0.80), it indicates that the effect size is high.

1. The researcher used the (One Way Anova) analysis to find out the significance of the statistical differences between the members of the (experimental group) on the posttest and according to the variables:

A - age group.
b- Job position.

2. The researcher used the Scheffe test for dimensional comparisons based on arithmetic averages to find out the source of the difference between the three age groups among the experimental group.

Hypothesis Test

The hypotheses will be tested according to the scale (items and items) and the comparison between the results of the post-test for both the experimental and control groups.

1- The first hypothesis: (there are no statistically significant differences for the skill (etiquette) in the post-test for the experimental and control groups, according to the answer to the four questions):

To verify this hypothesis, the researcher used the t-test of two independent samples to know the significance of the statistical differences between the mean scores of the experimental and control groups on the post-test and according to each of the four questions that make up the etiquette skill. Comparing it with the tabular t-values of (1.960) at a significance level of (0.05) with a degree of freedom (128), thus rejecting the null hypothesis and accepting the alternative hypothesis which states (there are statistically significant differences between the mean scores of the post-test for both experimental and control groups on etiquette skill), and the table (3) and Figure (2) illustrate this.

Table (3) The results of the t-test for two independent samples to know the significance of the statistical differences between the two groups on the post test and according to each of the four questions that make up the etiquette skill

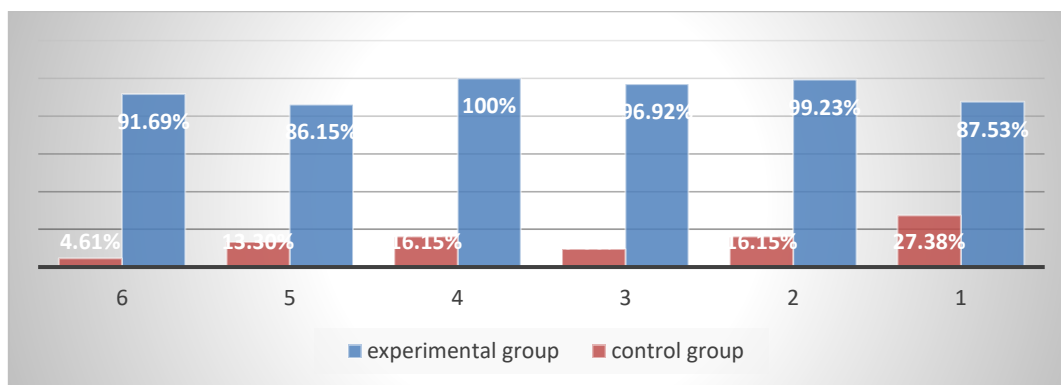|	Posttest									
Calculated T-value	Control group				Experimental group				Item	No.
	standard deviation	mean	percentage	Repetition	standard deviation	mean	percentage	Repetition		
23.585	1.513	2.738	27.38%	178	1.392	8.753	87.53%	569	**Priorities, table etiquette, and protocol rules.**	1
33.555	0.779	0.646	16.15%	42	0.174	3.965	99.23%	258	**international terms.**	2-A
35.041	0.812	0.476	9.53%	31	0.592	4.846	96.92%	315	**Etiquette for receiving international delegations.**	2-B
37.735	0.716	0.646	16.15%	42	0.011	4.000	100%	260	**Formal significations of colours.**	2-C
31.589	1.471	2.261	13.30%	147	2.797	14.646	86.15%	952	**Discover the errors of the official style.**	3
36.459	0.459	0.230	4.61%	15	0.845	4.584	91.69%	298	**The language of fork and knife in formal ceremonies.**	4

Figure (2) :The relative distribution of the scores of the two groups (experimental and control) on the post test of etiquette skill

It is clear from Figure (2) that the differences between the percentages of the two groups (experimental and control) were significant according to the skill (etiquette), which was measured by the (etiquette) test tool. It showed an apparent growth in the level of the respondents and a significant change in their performance and their application of the rules of etiquette and their use in the exercise of the roles and responsibilities assigned to them through their gaining experience during the trial period in accordance with the standards (etiquette and international protocol), and this indicates that skill training has an impact on the etiquette skill of relationship practitioners. General in the Ministries of Electricity and Communications.

The second hypothesis: (there are no statistically significant differences between the average scores of the post-test for both experimental and control groups on etiquette skill):

To verify this hypothesis, the researcher used the t-test for two independent samples to know the significance of the statistical differences between the mean scores of the experimental and control groups on the post test, and the results showed that the calculated t-value (58,049) was greater than the tabular t-value of (1.960) at the level of significance (0.05). With a degree of freedom (128), thus rejecting the null hypothesis and accepting the alternative hypothesis which states (there are statistically significant differences between the mean scores of the post-test for both experimental and control groups on etiquette skill), and Table (4) and Figure (3) illustrate this.

Table (4): The results of the t-test for two independent samples to know the significance of the statistical differences between the two groups on the post test of etiquette skill

Judgment	Indication level	T value		Standard division	Mean	No.	group
		Tabular	calculated				
				4.101	40.800	65	Experimental
Significant refers to the experimental group	0.05	1.960	58.049	2.284	7.000	65	control

Explanation of the results

Through the results established in the table above, it is clear that the average scores of the experimental group members were better than the average scores of the control group members in the post test of etiquette skill.
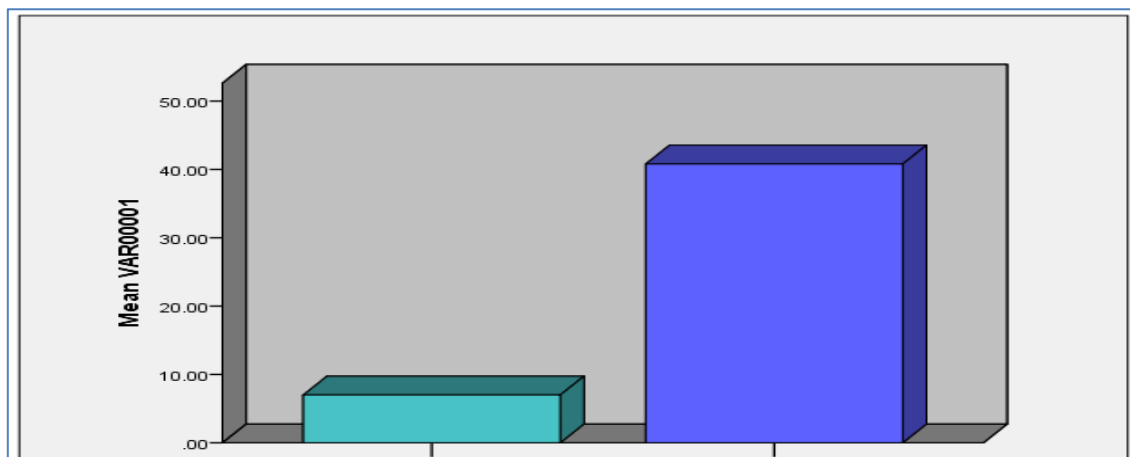
Figure (3)

The frequency distribution of the scores of the two groups on the post-test of etiquette skill

The size of the effect of the training program on the practical side：

In order to verify the effect size of the independent variable (the training program), the researcher used the Kouhan equation, and by using this equation, it was found that the effect size of the independent variable in the current research experiment amounted to (14.798), and it is considered as a size (high effect) in developing etiquette skills for public relations practitioners in Iraqi ministries, and thus explain the changes that occurred in the skills of the respondents due to the impact of the training program, and table (5) illustrates this.

Table (5): The size of the effect of the independent variable (the training program) for the etiquette skill

effect size	The standard deviation of the control group	The average score of the control group	The average score of the experimental group
14.798	2.284	7.000	40.800

Final interpretation of the statistical results:

That the training program was really suitable for all demographic levels, and this proves the validity of the generalization and aligns with their training needs and improves their practical practices in the job to put the acquired skills into practice and face the problems that confront their work within the ministries in order to achieve the goals and to ensure the building of solid charisma to empower the public relations practitioner of influencing the audience.

Conclusions

1. There is a direct correlation between (training) and (etiquette of public relations practitioners).

2. The training program operates at the same level of efficiency and effectiveness according to (gender, age group, job position).

3. Etiquette and international protocol are a mandatory skill that should be owned by all employees and not only for the public relations practitioner.

4. There are weaknesses in the training skills related to etiquette skills among public relations practitioners in government institutions.

5. Training reduces effort and time in order to learn the required skills through trial and error.

6. Training contributes to overcoming traditional performance and transfers the trainee to professional performance.

7. Training contributes to increasing the confidence of employees in their organization as part of appreciation and encouragement.

8. The etiquette skills of the public relations practitioner are necessary to influence the public.

9. Public relations is the tent that gathers all skills that improve individual and institutional performance.

Recommendations

1. Encouraging researchers to delve deeper into the study of a personality (the practitioner of public relations) and its impact on the public.

2. Encouraging researchers to follow the (experimental approach) in their research studies.

3. Issuing a training manual for public relations skills and including all employees at various administrative levels in government institutions to participate in training courses on its contents and methodology.

4. The necessity of periodically applying international standards to measure the skills of public relations practitioners in government institutions.

5. Increasing interest in training public relations practitioners in government institutions and allocating professional programs to build their capabilities and develop their skills.

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