Public Relations in Bahrain Petroleum Company (Bapco) - Study Case

A Thesis Submitted in Partial Fulfillment of the Requirements for the Master's degree in the Media

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Abstract:

Prior to oil extraction in 1932, Bahrain Petroleum Company (Bapco), a national company operating in the oil field, was established by exploration, refining, distribution and export. Over time, Bapco became the largest public company in the Kingdom of Bahrain, and the economy of the Kingdom depended heavily on it, so it was natural to conduct studies on the company's growth, development and nature of its relations internally and externally. Within this context, comes this study on the reality of public relations at (Bapco) as a case study is the first of its kind, to demonstrate the strengths and weaknesses of the system of public relations company and how to develop, self-motivated and objective other, the self lies in the specialization profile of the researcher, and the objective relates to the status of Bahrain Petroleum Company and a weakness in highlighting its efforts and activities and its impact on the Bahraini economy.

The study aims to identify how the public relations department works, its position within the organizational structure of the company and try to diagnose obstacles that hinder its activity. In order to achieve these objectives, the study adopted the analytical descriptive approach and the case study methodology. The sample was randomly chosen to answer the main question of the study: Is there an interest in public relations within the Bapco?

The study began from a basic assumption that public relations are not of great importance within the company in question. After the field study and the collection and analysis of data, the results of the study showed that the public relations apparatus interferes with many other departments in the company, and that the public relations do not occupy a prominent position
within the organizational structure of the company, does not do its activities specialized in communication, and does not rely on methods and means of communication effective and appropriate.

The study concluded with several recommendations, the most important of which is the need to review the importance of public relations as a management linked to senior management within the organizational structure of the company, the need to provide the necessary resources for the public relations departments and increase the financial allocations to be commensurate with the responsibilities entrusted to them. And try to benefit from the means of communication and study communication methods within the company.