A Quantitative Examination of the Phenomenon of Soli and Public Relations Practice in Ghana

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Abstract
Public Relations (PR) practitioners are cited as being among the top three sources that perpetuate brown envelope journalism (Soli) in their dealings with journalists. The practice, thus, appears to have become a norm among PR practitioners and journalists (reporters) without recourse to the ethical implications of the practice. This study investigates the factors PR practitioners in Ghana consider when they engage in the phenomenon of Soli. The paper adopted the quantitative research approach and the survey design to investigate this phenomenon. Findings of the study were tested using the Binary and Ordered Probit regression models. The results showed no significant relationship between PR practitioners’ knowledge of IPR (Ghana) code of ethics and the payment of Soli by PR practitioners. The results also showed a positive significant relationship between PR practitioners desire to obtain positive media coverage and payment of Soli by PR practitioners. The study recommended the promotion and enforcement of professional and organisational policies on inducement and a redefinition of the media relations function of PR practitioners.

Keywords: Code of Ethics, Public Relations Practitioners, Media, Soli, Communication

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