

*

*

ABSTRACT

The role of P.R communicator in N.G.Os towards the disabled of the Intifada

This study is centered on the role played by public relations communicator in Non-governmental organizations towards the disabled of the Palestinian uprising. Generally speaking, The media experts act as a guardian of people's rights, especially the personnel of public relations. They perform a vital role in expounding and elucidating the issues confronting society as they are characterized by expertise in addressing the problems and conveying the messages related to the problems of the disabled as well as finding appropriate solutions through analytical descriptive study. The two researchers have used sampling and analytical

*

2008

descriptive approach. The study has come to the result that public relations requires adequate attention from top management in N.G.Os for activating the media role in explaining the problems of the disabled in the Palestinian uprising "Intifada".

The two researchers have recommended enhancing the role of communicators, and paying full attention to the various activities directed towards explaining the issues of the disabled.

:

2000-9-28 1987-10-6

4640

(2006 :)

(2006 :) %3.5-3

60000

(2006:)

(95)

(2007:) (31) (59)

(216-215 :1982) .

...

(33 :1982) .

.(106 :2006) .

:

:

:

:

(1989:)

:

-1

(1989:)

-2

2008

: (2005:) -3

(% 74.1) : (28)

(%27.3)
(2005:) -4

:
(2001:) -5

:
(2006:) -6

...

(2006:) -7

:

-

(2005:) -8

:

(2005:) -9

(2002:) -10

(%1.9)

(%1.8)

-

(%1.6)

(%1.3) -

1997 (%40)

(%36.9)

2000

(%33.6) -

(%29.5)

2000

(%35.5) -

%21.4

(%19.7)

2008

:

:

-1

-2

-3

-4

-5

:

-1

-2

-3

-4

-5

-6

-7

-8

-9

-10

...

:

(27 :1993).

:

:

-

-

-

-

(20)

:

(25)

2008

:

: -1

: -2

: -3

:

-

-

-

-

-

-

-

...

SPSS
Persons Carrlation

(196 :1998)
-
(138 :1998).
(%10)
-2
(66 :2000)

(319: 1986)

(92: 1987)

(0.8)

2008

:

2007/1/15 2006/12/15

:

1987/10/6

(607) (605)

. (18: 1992)

2000\9\28

. (27: 1997)

“ ”

. (31: 2006)

...

2500

(33: 2006).

:

:

:

:

(%62)

(%38)

.

:

(%12)

(%80)

. (%8)

:

(%14)

(%86)

.

(%70)

:

(%30)

.

2008

:

:

(1)

%		
4	1	
24	6	
32	8	
40	10	
%100	25	

(%40)

(1)

(%24)

(%32)

(%4)

(2)

%		
0	0	
0	0	
0	0	
16	4	
84	21
%100	25	

(2)

...

(%16)

(%84)

(3)

%		
12	3	
80	20	
8	2	
%100	25	

(%80)

(3)

(%12)

(%8)

(4)

%		
12	3	
72	18	
16	4	
%100	25	

2008

(%72)

(4)

(%12)

(%16)

(5)

%		
12	3	
56	14	
32	8	
%100	25	

(%56)

(5)

(%12)

(%32)

(6)

%		
44	11	
56	14	
%100	25	

...

(%56) (6)

(%44)

(11)

(14)

(7)

%		
36.4	4	
90.9	10	
36.4	4	
81.8	9	
63.6	7	
9.1	1	
81.8	9	
90.9	10	
72.7	8	
90.9	10	
72.7	8	
18.2	2	
*% 745.4	*82	

(*)¹

2008

(%90.9)

(7)

(%8.2 1)

:

:

(8)

%		
20	5	
80	20	
%100	25	

(8)

(%80)

(%20)

(9)

%		
80	20	
20	5	
64	16	

...

%		
60	15	
36	9	
40	10	
56	14	
56	14	
8	2
* % 420	105*	

(%80)

(9)

(%8)

:

:

(10)

%		
44	11	
56	14	
%100	25	

(10)

(%44)

(%56)

(*)

2008

(11)

%		
9.1	1	
81.2	9	
45.5	5	
27.3	3	
63.6	7	
9.1	1
* % 235.8	*26	

(% 81.2)

(11)

(%63.6)

(%27.3)

(%45.5)

(%9.1)

(*)

...

(12)

%		
20	5	
80	20	
%100	25	

(12)

(%80)

(%20)

(13)

%		
75	6	
62.5	5	
50	4	
87.5	7	
87.5	7	
87.5	7	
37.5	3	
87.5 * % 4	39*	

2008

(13)

(%87.5)

.(%37.5)

:

:

(14)

%		
76	19	
24	6	
100%	25	

(%76)

(14)

(%24)

(%97.3)

(16)

(%81.1)

(%78.9)

...

(%59.5) .(%63.2)

(%54.1)

. (%37.8)

(15)

%		
54.1	10	
81.1	15	
59.5	11	
54.1	10	
97.3	18	
36.8	7	
978.	15	
37.8	7	
978.	15	
54.1	10	
.236	12	
% 695.8	130	

2008

(16)

%		
88	22	
12	3	
%100	25	

(%88)

(16)

(%12)

:

:

(17)

%		
100	22	
100	22	
77.5	17	
56.8	12	
56.8	12	
59	13	
88.6	20	
65.9	15	

...

%		
77.3	17	
100	22	
86.4	19	
40.9	9	
70.5	16	
*%979.9	*216	

(3)
(22)
(17)
:
(%100)
(%88.6)
(%86.4)
(%77.5)
(%77.3)
(%65.9) (70.5)

...

	(%80)	.13
	(%80)	.14
		.15
(%81.2)	(%56)	
	(%68)	.16
	(%97.3)	.17
	(%59.5)	.18
	(%88)	.19
:		.20
	(%100)	.21
	:	
	:	
		.1

2008

.

.2

.3

.4

.5

.6

.7

.8

:

:1982 .1

: 2005 .2

10 : 2006 .3

: 2006 .4

...

	: 2001	.5
	—	
	: 2007	.6
	: 2006	.7
	:2006	.8
3	:1993	.9
	: 1994	.10
() : 2006	.11
	: 1986	.12
	: 2000	.13
	: 1993	.14
	: 1997	.15
	: 1992	.16
	:1989	.17
	: 2005	.18

2008

	:1987	.19
	: 1995	.20
87	1997	.21
	-	
	: 1998	.22
) : 2005	.23
	(
	:2006	.24
	:2005	.25
		.26
Ank Lindens Communication And Human Rights A challenge We		.27
Can not Refuse Media Development Journal, 1996: WASS		
internation Office ISSUE 4,London.		
Globe and Mail1988 ,March 31,1988: also J . Frantiel ,”The		.28
Palestinian Revolt and The Israeli Response “ Dissent, Spring.		
Palestinian Human Rights International Campaign (PHRIC),		.29
1989:Uprising in Palestinian :The First year (Chicago : PHRIC)		
W.Rhys Roberts, 1946: ed “Rhetorica “ In the work of Aristotle		.30
(London: Oxford University Press) Vol XI ,P.14.		

*