



SCHOOL OF JOURNALISM AND COMMUNICATION

**ASSESSMENT ON IMPACTS OF PUBLIC RELATIONS PRACTICES
IN CREATING ENABLING SITUATIONS TO PEOPLE WITH DISABILITIES:
THE CASE OF ADDIS ABABA CITY ADMINISTRATION
BUREAU OF LABOR AND SOCIAL AFFAIRS**

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This is to certify that the thesis prepared by Tammiru Mekit Zewudie entitled: Assessment on Impacts of Public Relations practices in Creating Enabling Situations to People With Disabilities: The Case of Addis Ababa City Administration **Bureau of Labor and Social Affairs** and submitted in partial fulfillment of the requirements for Master Degree in Journalism and Communications stream with the regulations of the university and meets the accepted standards with respect to originality and quality.

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Abstract

The title of the study is Assessment on Impacts of Public Relations in Creating Enabling Situations to People with Disabilities: The Case of Addis Ababa City Administration Bureau of Labor and Social Affairs. The study focuses mainly on the impact of public relations on the issues of disability in Creating enabling situation to people with disabilities and their families who are routinely stigmatized and isolated in Addis Ababa. At the same time, the study examined the public relations models and tools which are used by the Public Relations department and their impacts. The study was conducted by using the mixed method research approach or both the qualitative and quantitative research methods were used, and in-depth interviews, document analysis and questioners were implemented during data collection. In terms of sampling techniques, purposive sampling is applied in the study. The data obtained from this study were presented and analyzed thematically. The crucial impacts public relations in creating a collaboration bridge among the organization and its stakeholders on the issues of creating enabling situations for disabilities is confirmed by 72.5% of the respondents in the research. The causes of the present days prejudice, stereotypes and discriminations towards people with disability are lack of awareness and poor implementation of public relation in creating enabling situations to people with disabilities in the City Administration and it was witnessed by 55 % of the respondents. 63.3 % of the respondents were also confirmed that, the consistency of integration among the public relations directorate, people with disability, associations and stake holders of the organization on the issue of disability and creating enabling situation to disabilities is essential and on progress. The implementation of public relation models and communication tools were also examined in the finding. 63.33 % of the respondents witnessed that even though the public relation directorate is working to get all its public through public relation models and tools is encouraging, there are also limitations in executing them in a flexible way.

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List of Acronyms

BOLSA: Bureau of Labor and Social Affairs

CARDOS: Center for Applied Research and Development Oriented Service

CEOs: chief executive officers

COVID19: Coronavirus Disease 2019

CRPD: convention on the rights of persons with Disabilities

DCHDP: Disabilities Change and Development Package

ILO: International Labor Organization

JICA: Japan international cooperative Aid

MOLSA: Ministry of Labor and Social Affairs

NGON: on-governmental Organization

PASDEP: Plan for Accelerated and Sustained Development to End Poverty

PR: Public Relations

PWDs: People with disabilities

WHO: World Health Organization

CHAPTER ONE

1. Introduction

1.1. Background of the Study

The Preamble to the CRPD *acknowledges* that disability is “an evolving concept”, but also stresses that “disability results from the interaction between persons with impairments and attitudinal and environmental barriers that hinder their full and effective participation in society on an equal basis with others”. Defining disability as an interaction means that “disability” is not an attribute of the person. Progress on improving social participation can be made by addressing the barriers which hinder persons with disabilities in their day-to-day life (WHO, 2011, p. 4).

The Ethiopian academics also defined disability as:

“Disability is a state in which functional limitation and/or impairments are causative factors for the existing difficulties in performing one or more activities which are generally accepted as essential, basic components of daily living, such as self-care, social relations and economic activity” (Tirussew T. (2000: 9).

According to the International Rehabilitation Review of WHO, nearly 10% of the world’s population is living with disabilities, 80 percent of this population live in developing countries. As the 2011 World health organization’s report indicated, around 15 million people are living with disabilities in Ethiopia, which represents 17.6 percent of the total population (ILO, 2011, P. 10). As estimations of different statistical data from Demographic and Health Survey 2016 Central Statistical Agency indicated that, the population of Addis Ababa is approaching above 5 million. The number of people with disability is around 750,000 or 15 percent of the total population. It is not good news to the city administration. Because most of the people with disability live in a community with negative and inclined view on disability and lead their life in disabled situations with muted services, information and supportive materials. They may face physical, social, economic and/or environmental barriers in their day-to-day life. These barriers may impede them from school and labor market which lead their life towards poverty and hunger. Their personal skills, knowledge and vision also restricted because of these disable situations (DCHDP, 2015:p.17).

The Addis Ababa city administration is working to promote activities by which persons with disabilities are actively involved in developmental and beneficial situations. These situations are important to avoid negative stereotypes and harmful cultural practices that undermine people with disabilities, to reduce the socio-economic impacts that people with disabilities faced in their day to day living, to reshape the misconceptions about disability and to enable people with disabilities to have the right to involve and owned benefits of the development in the city administration like any other community (DCHDP, 2015).

Public relation has an effective capacity to make all the above initiations of the city administration fruit full and tangible. Because it has a distinctive management function which helps establish and maintain mutual lines of communication for creating a common understanding, acceptance and co-operation between the city administration and its publics; it also involves in the management of problems or issues; by making the management to keep informed on and responsive to public opinion(Alison T 2001: p,3.).

Public relations is essential for the involvement of corporate sustainability in ecological, sociological, and corporate/business areas. The CEOs of organizations are responsible for the strategic formulation and application of public relations and they need to have the appropriate vision in order to merge the target of public relations with the ever-changing internal and external environment of the organization.

Public Relations must be embraced by organizations that follow the corporate sustainability model. From an internal/external perspective; stakeholders, employees, and the public must communicate effectively, efficiently, and on a timely basis in order to enhance their positive interaction and attain the desired goals (Orlando Rivero & John Theodore, 2014 p. 3.).

Public relations is the practice of social responsibility (Bernays, 1980: p. 47). As the literature stated above, in order to define and emphasize responsibility of management to serve the public interest, there must be a communication structure that guides the parts of the organization to achieve organizational goals. Therefore, Public relation specialists must understand and communicate the strategic objectives and goals of the city administration, the attitudes and concerns of the society.

In this research the researcher tried to dig out and analyze the impacts of public relations practices and the contribution of the public relation department on the aspects of creating enabling situation to people with disabilities in bureau of labor and social affairs in Addis Ababa city administration.

1.2. Statements of the Problem

The present-day prejudice, stereotypes and discriminations towards people with disability are results of poor implementation of public relation in creating enabling situations to people with disabilities. Because, in Ethiopia, disability has been conceptualized and stemmed from the religious and traditional backgrounds; this create a misconception about People with disability. The society believed that, People with disability are hopeless, can do nothing and intellectually impaired due to their impairments (ILO, 1998:29).

The attitude that the society has about people with disability is wrong and it may lead their life towards social exclusion [mainstream education, lack of family support and low self-esteem]. Due to these, most of them turn out to be beggars and become lifetime dependents of the society (ILO,2011: P.17).

The Addis Ababa city administration is working to realize the 2030 Sustainable Development Agenda based on the international laws, regulations, conventions which signed at the national level on disability issues. The social protection and economic support policies about disability issues are already included under the city administration's GTP (Growth and transformation plan) (DCHDP, 2015).

Corporate Social responsibility has become a major reason for an organization to have a public relations function. The public relation department has critical role in the attempts of reducing disabled situations of social exclusion based on its distinctive management and two-way symmetrical communication functions (Grunig ,1984 p. 48).

Establishing and maintaining mutual lines of communication, involving on the management issues; creating a common understanding, acceptance and co-operation among the organization and its publics; helping the management to keep informed on and responsive to public opinion; defining and emphasizing the responsibility of management to serve the public interest; helping the management to keep its up-to-date and effectively utilize change, serving the organization as an early warning system to help anticipate trends; and uses research and ethical communication

techniques as its principal tools are the duties and responsibilities the PR department (Alison Theaker, 2001: p.3.)

Creating enabling situations to people with disabilities is the most important solution to reduce the prejudice, stereotypes and discriminations that people with disability are facing. The PR must exercise all its duties & responsibilities for the involvement or inclusion of individuals in different social, economic and political opportunities. It Should also paly its important role for the communication and implementation of direct policies and programs on disability issues of the city administration.

Therefore, assessing the impacts of public relation practices in creating enabling situations is essential and our big issue in this research. The contribution or impacts of public relation activities, models and tools are identified and analyzed on the bases of their implementation against prejudice, stereotypes and discriminations.

1.3. Objectives of the Research

The proposed research has general and specific objectives

1.3.1. General Objective

The general objective of the study is to examine the impact of public relations activities in creating enabling situation to people with disabilities in Addis Ababa, focusing on Bureau of Labor and Social Affairs.

1.3.2. Specific Objectives

The specific objectives are to:

- ◇ extract views of the employee in the organization on public relation activities and disability issues
- ◇ Analyze the impacts of public relations activities of the organization in addressing the issue of disability.
- ◇ Assess the management role of the public relations activities of the organization (BOLSA) on creating enabling situations for disabilities’
- ◇ Show opportunities and threats the public relations department has in creating enabling situations for disabilities’ in BOLSA.

1.4. Research Questions

The following are questions of the research:

- ◇ What is the employee's perspective in the organization on public relations activities and disability issues?
- ◇ How effective are the public relations activities of the organization, in addressing the disability issue of BOLSA?
- ◇ What are the management roles of public relations activities in creating enabling situation for people with disabilities at BOLSA?
- ◇ What are the opportunities and threats that the public relations department has in created enabling situations for people with disabilities at BOLSA?

1.5. Significance of the Study

Research has special significance in solving various operational and planning problems of organizational services including public relations activities (Kothari, 2004). Based on this principle this study has the following significances

- The study is important to highlight the views of the society on public relation and disability issues.
- The study is also significant to evaluate the managing, communicating and promoting roles of the public relations activities in creating enabling situations to people with disabilities.
- It also essentially add an input to strength the public relation activities on the aspect of corporate social responsibilities.
- It has benefits for the management bodies in forwarding possible responses for the obstacles of creating enabling situation for disabilities in terms of public relation policy formulation and social work practice...etc.
- It is also has indicated the gaps during the implementation of public relation activities and have recommended based on the findings and analysis to maintain the identified gaps.
- This research also pointed out major opportunities and challenges that the Public relation department has through its implementation of creating enabling situation for people with disabilities
- It serves as a spring board for further research or as a reference for other researchers who conduct their study at higher learning institutions.

1.6. Scope of the Study

The research relied on the impacts of public relation in creating enabling situation to people with disability in Bureau of Labor and Social Affairs of Addis Ababa. Owing to time, resource, experience constraints, the scope of the study was limited only in the city administration and tied around public relations and disability concerned situations. It uses mixed method approach and the qualitative and quantitative analysis were applied to assess the impacts of public relation in creating enabling situation to people with disability. The research also limited on assessing government public relation practices, not other non-governmental public relations practices.

This research also assessed the previous one-budget year of 2010 E.C. (from July 1, 2009 E. C. to Jun 30,2010 E. C.) sample documents such as annual plan, annual report and Public relation tools (Brochures, Posters, Press Conference, press releases, Newsletters or magazines, Special Events) in creating enabling situation to people disabilities were assessed. The new media aspects such as face book, telegram, Email ...etc. are not analyzed because of time constraint.

1.7. Limitations of the Study

When this research was conducted the following potential of problems which limited the scope and the implementation the research was faced the researcher. the first problem that the researcher faced was the happening of COVID 19; it limits the number of the participants and data collecting techniques like focus group discussion. Because of the quarantine announced by the government finding the selected samples, distributing questioners and making interview was hardly possible. During the little resolution of the panic the researcher tried to use possible alternatives to get the informants again but they could not find easily and had no a willing to accept the invitation because of avoiding contacts.

The second one was the burden of complicated activities or assignments that the researcher faced in his permanently assigned office. It limited the scope of the research and forced the researcher to avoid studding the social media plat forms and practices in NON government organizations. The third very serious problem was lack of literature reviews about impacts of PR on creating enabling situation for people with disability. To overcome these problems the researcher tried to use all the opportunities in hand. The distribution of questioners and implementation of in-depth interview were made after additional resolution months of the panic are passed. The data gathering was accomplished by a serious follow up. The researcher also tried to build a smooth relationship with target population or respondents, to use available resources such as online PDF documents and unpublished plans, reports, policies, programs manuals relented to the research

topic. The researcher also tried to use and implement safety rules and procedures to avoid COVID-19.

1.8. Organization of the Study

The content of this research was organized by having five consecutive chapters. background of the study, statement of the problem, objective of the study, research questions, significance of the study, scope of the study, limitation of the study and the like were included in Chapter one. The concepts of disability and its consequences, the role of public relation on managing social problems and building enabling situation were also included under the review of related literature in chapter two. Chapter three also encompassed the methodology aspect such as, research method, data collection and analysis method, sampling size and techniques and the ethical considerations in research. The data presentations analysis and interpretations were also included under chapter four. the summery, findings and recommendations were also taken as a series of chapter five.

Chapter Two

2. Literature Review

2.1. Introduction

Public relations and social responsibility are independent fields of studies. Each encompasses its own theories, models, and processes. While each originated and evolved separately, they share some common principles. This chapter reviews literature to provide insight into the impacts of public relations in creating enabling situations for disabilities as social responsibility to assess the influence and opportunities.

The first part of this chapter provided an overview of public relations literature related to public relation theories, models and practices in government organizations. This specified a foundation of knowledge regarding the function of public relations, models of its implementation, roles and the way it practiced in an organization. The second part of this chapter introduced key concepts of disability, consequences of disability in general and in Addis Ababa in particular. The role of the public relations in creating enabling situation for disabilities was explored further under the third part of this section.

2.2. Conceptual Understanding of Public Relations

As stated on different literatures different scholars defined public relation in different ways. Even though the fact is that, different literatures realized that, the most dominant definition can express public relation in a very inclusive way is the definition of Rex F. Harlow.

"Public Relations is a distinctive management function which helps establish and maintain mutual lines of communication, understanding, acceptance and cooperation between an organization and its publics; involves the management of problems or issues; helps management to keep informed on and responsive to public opinion; defines and emphasizes the responsibility of management to serve the public interest; helps management keep abreast of and effectively utilize change, serving as an early warning system to help anticipate trends; and uses research and sound and ethical communication as its principal tools" (Rex F. Harlow in Wilcox et al. 1992: 6).

But the following are other definitions of public relations:

a. Professional Associations' definitions of public relations

Public relations societies of America: (PRSA) “That public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.” (PRSA: 2012).

This definition focuses on the fundamental concept of public relations, which is defined as a communication process that is strategic in nature and emphasizes ‘mutually beneficial relationships. conjures up images of command and top-down, one-way communication. The term ‘relationships’ refers to the role of public relations in bringing organizations and their constituents together.

World Assembly of Public Relations Associations (WAPRA): “Public relations is the art and social science of analyzing trends, predicting their consequences, counseling organization leaders and implementing planned programs of action which will serve both the organization’s and the public interest” (Wilcox et al. 1992: 6).

The words ‘art’ and ‘social science’ are helpful in explaining the continuing tension between understanding public relations as a measurable, science-based application of communication tools, and the affection of many practitioners for the looser, more creative, aspects of the work (Alison, 2000.p.4)..

Institute of public relation (IPR): “public relations is the deliberate, planned, and sustained effort to establish and maintain mutual understanding between an organization and its publics.”

There are several key words worth observing here: ‘planned’ and ‘sustained’ suggest these relationships are not automatic or effortless. Indeed, they have to be ‘established’ and ‘maintained’. Public relations work exists in time -it is not a series of unrelated events. Also note that the aim is not popularity or approval, but goodwill and understanding (Alison, 2000.p.2).

Public relations associations of South Africa: “management, through communication of the perceptions and strategic relations between an organization and its internal and external stakeholders” (Skinner,Essen, Mersham, & Motau, 2007: p. 4). This definition has also words like management, communication or strategic relations, organization and stakeholders. it defines public relations as managing the perceptions and strategic relations of the organization and its stake holders through public relations.

Public Relations Institute of Australia (PRIA): Public relations is a strategic communication process companies, individuals, and organizations use to build mutually beneficial relationships with the public.

The Mexican Statement: "That public relations is the art and social science of analyzing trends, predicting their consequences, counselling organizational leaders and implementing programs of action which will serve both the organization's and the public interest."

In all the above definition the word "public" is repeatedly mentioned – instead there are many different groups of people – not just consumers, but suppliers, employees, representatives, members, local and national trade and political bodies, local residents, among many others. One of the key concepts of public relation is the idea that these groups – or publics – have different information needs and exert different demands on organizations. Understanding these differences is a vital skill of public relation (Johanna, in Alison, 2000.p. 4-5).

b. Academics or authors definitions

"Public relations is the management function that identifies, establishes, and maintains mutually beneficial relationships between an organization and the various publics on whom its success or failure depends" (Cutlip, Center and Broom: 2012)

Public relations is "the *management of communication between an organization and its publics.*"Grunig and Hunt (1984),

Management: The body of knowledge on how best to coordinate the activities of an organization to achieve its objectives. Communication: Not only sending a message to a receiver but also understanding the messages of others through listening and dialogue. Organization: Any group organized with a common purpose; in most cases, it is a business, a corporation, a governmental agency, or a nonprofit group. Publics: Any group(s) of people held together by a common interest.

As many public relation scholars argue that, having gone through all the definitions of public relations, we can find that though, they may differ in their emphasis on certain elements, they have a great deal in common. Let us see what Public Relations is as seen in these definitions: It is a planned effort or management function; the relationship between an organization and its

publics; evaluation of public attitudes and opinions, an organization's & policies, procedures, and action as they relate to its publics.

As indicated above, Public relations has its own definitions, functions, stockholders, theories, models, implementation tools, characteristics of excellence, generic principles, sectors and strategies of implementation. In the next review of literature section the researcher revise different literatures in order to support the research findings with tangible facts.

2.3. Views on Public Relations

Investing on Public relations will help the organization to achieve its objective effectively and smoothly. Public Relations is not creating good image for a bad team. Since false image cannot be sustained for a long time. Though the organization product or services are good it needs an effective Public Relations campaign for attracting, motivating the public to the product or service. It is not only encouraging the involvement from the public and also resulting in better image (James G. Hutton (1999: p.205).

According to James G. Hutton, effective Public Relations can create and build up the image of an organization or a nation. At the time of adverse publicity or when the organization is under crisis an effective Public Relations can remove the "misunderstanding" and create mutual understanding between the organization and the public. Public relation is also important: for establishing a relationship among an organization and its public; working as an art or Science of developing reciprocal understanding and goodwill, for analyzing the public perception & attitude, identifies the organization's policy with public interest and then executes the programs for communication with the public (James G. Hutton (1999: p.208).

The words 'art' and 'social science' are helpful in explaining the continuing tension between understanding public relations as a measurable, science-based application of communication tools, and the affection of many practitioners for the looser, more creative, aspects of the work (Wilcox et al. 1992: 6)..

Many thinks that public relation is just about promoting an organization, whereas most public relation works and involves ensuring publics about an accurate view of the organization. Public relations is not about dealing with 'the public' as people often think. In public relation, we say there is no such thing as the public – instead there are many different groups of people – not just

consumers, but suppliers, employees, representatives, members, local and national trade and political bodies, local residents, among many others. One of the key concepts of public relation is the idea that these groups – or publics – have different information needs and exert different demands on organizations. Understanding these differences is a vital skill of public relation (Johanna, in Alison, 2000. p. 4-5).

2.4. Public Relations Roles and Practices

The basic functions of the public organization's public relations department are: Supporting the structure and strategic mission, vision and goals of the organization, facilitate the implementations of policies and programs, assisting the news media in coverage of government activities, reporting the community on organizational activities, Increasing the internal cohesion of the organization, Increasing the organization's concern to its publics, preparing responds to problems faced by the organization both internally and externally (Banik 2002:35).

According to Banik, the Public Relations Departments / wings should have clear, non-political and non-controversial objectives and its last attempt should be mutual benefits or national consensus. It should also look further towards the interests and the wellbeing of the public as a whole and promote multi-sided development of the organization. The objectives should be designed for long term and need not necessarily change with political philosophies. the most common functions of public relations in government organizations are bridging, publicity, media relation, handling organizational crisis, stakeholders' approach, event management and advising the management (Banik 2002: p. 40-46).

Public Relations also plays an important role in enhancing image or building organizational reputation of an organization in the eyes of the public. Public Relations is not projecting the negative as positive; it is the process of communicating the organization with the existing situation or publics with whom the organization functions (Shri.N. Palaniappan:2012: p.76).

2.4.1. Public Sector's Communication

Since the beginning of the 1980's a new approach to managing public sector organizations has emerged. The new public management approach stands for more transparency, efficiency accountability and responsiveness of public sector organizations. It focuses on effectiveness, planning and cost-saving models. It intends to tackle the needs of the community and citizens in a more effective manner (Koteen, 1989:P.98).

Civil servants working in communication in public sector organizations have, in fact, four additional constraints compared to the private sector: a more complicated and unstable environment, additional legal and formal restrictions, more rigid procedures, and more diverse products and objectives (Gelders et al., 2007: P.18). In addition Journal of Public Relation Research identified the following as attributes that affect government public relations. These are politics, focus on serving the public, legal constraints, extreme media and public scrutiny, lack of managerial support for public relations practitioners, poor public perception of government communication, lagging professional development, and federalism (Journal of public Relation Research Volume 19, 2007 - Issue 4).

2.4.1.1. Internal Publics in Public Sector's Communication

Employees are called internal public of an organization. They are important because they participate in the operation, production and formulation of ideas which leads to achievement of organizational objectives. Hence communication between management and employees is of great importance. According to Banik, an organizational internal image and confidence of the work force depends on a great deal on the flow of information through internal communications. Organizations which refuse to communicate with their internal constituent and take them for granted, fail to effectively handle the flow communication and on many occasions are compelled to face undesirable consequence. The success of activities of an organization is determined by its internal communication i.e. communication within an organization. This can be achieved by developing channels of internal communication to make the members aware of the message to be developed at any given time. It also ensures proper working of the different elements of public relations. Lack of co-ordination, planning and professionalism will damage the image and success of the organization (Banik, 2004:40-41).

2.4.1.2. External Publics in Public Sector's Communication

As we understand from its name, external public relations are concerned with people outside the organization. In the cases of public relation, care full identification of public group is very important in order to reach them effectively; otherwise, it may be difficult to achieve the desired objectives (Lee,2007: p.12). According to M. Lee, governmental organizations have the following external public groups. Customers, government, shareholders and opinion leaders on the other hand, private sector companies being owned by individual or shareholders, mass media,

community, civic organization, Non-government organizations, other integrated public sectors, financial institutions, clients' (M. Lee, 2007: p.12).

2.4.2. Elements and Strategies of Public Relations

2.4.2.1. Elements of Public Relations

As we have seen above on the definition of Public Relations, it is a combination of philosophy, sociology, economics, language, psychology, journalism, communication and other knowledge into a system of human understanding. As stated on Courtesy, by Raymond Simon's, the book which titled "Public relations: concepts and practices, 2nd ed.", a public relation has its own functional elements through which it achieves its objectives. These are, planned effort or management functions, relationships between an organization and its publics, evaluation of public attitudes and opinions, an organization's policies, procedures and actions taken to ensure public interest and social responsibilities, execution of an action and/ or communication program, development of rapport, goodwill, understanding and acceptance as the chief end result sought by public relations activities (Courtesy: Raymond Simon, 1980: p. 9, 11.)

2.4.2.2. Strategies of Public Relations

According to (Oliver, 2004), communication specialists are always expected to develop a new tactic concerning the organization's communication toward the public, in order to catch particularly the attention of target scientific strategy in their local and international activity,. These are Researching, Action planning, Communicating and Evaluating (RACE), identifying audiences. To achieve such result the public relation professionals advised to follow this scientific strategy in their every local and international activity (Oliver, 2004).

2.4.3. Models of Public Relations

James Grunig and Todd Hunt published the Four Models of Public Relations as one contents of their book in titled "Managing Public Relations". These models can step the public relations and serve as a baseline to public relations away from propaganda and persuasion. As Grunig and Hunt explained the public relations models have a potential to describe the evolvement of public relations through history. Although public relations was developed as a persuasive communication function, not all of these models are persuasive. Thus, they indicate how the different characteristics and purposes contribute to the kinds of public relations. Moreover, the models demonstrate the historical development of the practices, and the period when such communication were introduced into the public relations profession (Grunig and Hunt 1984: 25).

1. **The press agent/publicity model:** seek attention for their organization in almost any way possible. Here the public relations serve a propaganda function. In this model practitioners spread the faith of the organization involved, often through incomplete, distorted, or half-true information (Grunig and Hunt 1984: 25).
2. **Public-information model:** The purpose here is the dissemination of information, and not with a persuasive intent. The public relations person functions essentially as a journalist in residence, whose job it is to report objectively information about his organization to the public, but usually only favorable information (Alison Theaker, 2000.p. 8).
3. **Two-way asymmetric model:** The idea of two ways communication was introduced as a result of looking for a feedback for information disseminated that began to be considered as part of the communication process. Practitioners conduct scientific research to determine how best to persuade publics to behave in the way their organizations wish. With the two-way asymmetrical model, practitioners bring about symbiotic changes in the ideas, attitude and behaviors of both their organizations and publics through research and dialogue. This model is a bit complicated and compared to the two models discussed above. However, the purpose of seeking feedback wasn't to change position that has been seized by an organization, instead the feedback was to be used to introduce another form of persuasion so that the audience would accept the interest of the organization (Seitel, 2011: 81-82).
4. **Two-way symmetric PR:** This model is sometimes described as the 'ideal' of public relations. It describes a level of equality of communication not often found in real life, where each party is willing to alter their behavior to accommodate the needs of the other. While the other models are characterized by monologue-type communication, the symmetric model involves ideas of dialogue. It could lead an organization's management to exchange views with other groups, possibly leading to both management and publics being influenced and adjusting their attitudes and behaviors. Communication in this model is fully reciprocal and power relationships are balanced. The terms 'sender' and 'receiver' are not applicable in such a communication process, where the goal is mutual understanding between the interests of the organization and the interests of the particular public; which is called 'boundary-spanning' (Grunig (1992: 9).

2.4.4. Tools of Public Relations

Public relations tools implemented by public sector's public relations departments serve as to have two-way communications with the target audiences or customers. Based on the very nature of activities and different target group, various tools can be used (Banik, 2004:76). As Broom, Casey, and Ritchey realized and Shimelis Mulatu (2017: p.22) quote that, Government public relations via communication is carried out in many forms, including press releases, media interviews, and speeches. The contributions via action also occur in many forms, such as counseling management to alter organizational policy, forming partnerships with interested groups, or holding special events. This is consistent with perspectives on public relations stressing its relationship management function. The most common public relation tools are the press release, media relations, special events, displays & exhibits, folk drama Pamphlets, brochures, manuals and telegram) electronic medias (radio, Television), social medias (face book, email, twitter, etc (Chunawalla.Sethia,2016: p. 84-86).

The press release: it is one of the most important publics is the press. To be used by press, information must be factual true and of interesting to the medium as well as to its audience.

Media relations: Public relations as a standalone term evoke media relations practices that are common in the business world. One of the most important publics for organizations is the press. Media and public relations have strong ties as a result. We can say without media public relations won't exist (L'Etang, 2009, p. 608).

Special events: In addition to traditional communication activities of information dissemination and exchange, another major domain of government public relation lies in event planning, management, and execution.

Displays & Exhibits: are important to create or maintain a specific perception of the organization, maintain contact with important audiences, show depth and breadth of organization's operations and Generate inquiries for more information. But it needs space and feedback to evaluate its effectiveness.

Folk drama: we can get people with no formal education it is important to tell concepts through stories, Mass (people) will identify themselves with the character and it is effective for immediate results.

Pamphlets, Brochures, Manuals and Books: are use as Reference and important for repetitive exposure possibilities.

Radio: it is easy to reach, useful in disseminating voice to transit remark or command and relatively inexpensive (cost per reach).

Television: its demonstration is possible (seeing is believing), Visuals have better impact and recall and it is quick to access the mass population.

Newspaper: it is important where one-way communication is sufficient, easy to catch the attention of the reader and its reputation is useful in disseminating information (Chunawalla.Sethia,2016: p. 84-86).

2.4.5. Public Relations in Ethiopia

According to Solomon (2000), a practice more or less resembles modern public relations is believed to have been started in 1960's in Ethiopia. In fact, the emergence of the practice of modern public relations in the country came as a result of the establishment of the Ministry of Pen in 1940's and it continued for several years simply by changing its administrative structure without any change in form and content.

As Solomon indicated and Tesfaye Bezabih (2018: p.28) quoted, the major purpose of the public relations then was merely serving the interest of the ruling class. As the public relations the implementation was unprofessional, it was unable to respond to the situations arising in those times. One incident that can be mentioned to substantiate the failure was the case of the devastating famine that occurred in 1974 Solomon (1998). Nothing was known to the nation as well as the whole world about the fatal famine. It seems that the system was convinced the story would remain untold forever; so it opted to focus on working how to hide instead of trying to manage the crisis.

Though it is not possible to find out when modern public relations have begun in Ethiopia. There is a belief that it might have been in 1960s (Solomon, 1998, p.20). Prior to this period, the beginning of newspapers since 1900's that provided advertisement space for business organizations together with the introduction of printing press, telecommunication and the railway by Emperor Minilik II (MoI, 2003).

Now days, public relation activities are mainly considered as hub of developmental activities; even though the ministry of Government Communication Affairs Office (GCAO) was dissolved due to organizational reform made at the national level. The public relation bureaus established at the regional levels also collapsed and reestablished as press secretariat offices. The former structure is still functional at every bureaus and offices throughout the country. The duties and

responsibilities are not changed. Only the name and the position are changed at the top management level. The same is true in the City Administration.

Also, the same thing was happened in Addis Ababa city administration. The former communication affairs bureau of Addis Ababa was restructured as a press secretariat office of the city administration. But the directorates at the organizational level are still functional as it was. Among these the communication directorate for labor and social affairs bureau of the city administration is one of these directorates.

2.5. Theoretical Framework of the Study

There is no one theory that will explain all public relations practices. Public relations practitioners consider several theories when they make decisions about how they can build successful relationships with their publics. This research will be conducted and every impacts of strategic communication in creating enabling situations for disabilities is going to be discussed on the bases of the following theories of communication:

Systems theory: It is useful in public relations because it gives us a way to think about relationships. Generally, systems theory looks at organizations as made up of interrelated parts, adapting and adjusting to changes in the political, economic, and social environments in which they operate. Organizations have recognizable boundaries, within which there must be a communication structure that guides the parts of the organization to achieve organizational goals. The leaders of the organization create and maintain these internal structures by referring Grunig, Grunig, and Dozier works about system theory.

Participatory theory: A participatory epistemology is a theory of knowledge which holds that meaning is enacted through the participation of the human mind with the world. "Go and meet your people, live and stay with them, love them, work with them. Begin with what they have, plan and develop from what they know, and in the end, when the work is over, they will say: "we did it ourselves"(Dennis, 1977).

Public participation in governance involves the direct or indirect involvement of stakeholders in decision-making about policies, plans or programs in which they have an interest. Stakeholders are persons, groups or organizations that may influence or be affected by policy decisions (Freeman 2010) or place a claim on an organizations or other entity's attention, resources or outputs (Bryson 2004). Through public participation, stakeholders may interact with government

agencies, political leaders, nonprofit organizations and business organizations that create or implement public policies and programs. participation more generally is the process of engagement in governance. Public participation is important in advancing social justice; informing the public; enhancing understanding of public problems and exploring and generating potential solutions; and producing policies, plans and projects of higher quality in terms of their content (Bryson et al. 2013).

Social Learning Theory: Social learning theory attempts to explain and predict behavior by looking at another way receivers' process information. This theory helps us understand that personal example and mass media can be important to receivers acquiring new behaviors.

Situational theory: The specific relationship is determined by the type of group (active, passive) and how an organization is linked with the issue. Public relations people can plan their communication strategies much more accurately if they know how actively their stakeholder publics will seek information from the organization.

Situational theory keeps us focused on the kinds of information that publics want rather than the organization's choice of information to distribute. It also assumes that publics will pay attention and seek out information that is in their best interests. Public relations people try to persuade audiences to learn new information, to change emotions, and to act in certain ways. Pfau and Wan define persuasion as "the use of communication in an attempt to shape, change, and /or reinforce perception, affect (feelings), cognition (thinking) and/or behavior" (Michael Pfau and Hua-Hsin Wan, 1996, p.102).

2.6. Disability and Consequences of Disability

2.6.1. Disability

Historically, disability has been explained and understood from a variety of cultural, political and ideological views and these varying views make defining disability complex and controversial. But the World Program of Action define Handicap as it is a function of the relationship between disabled persons and their environment. It occurs when they encounter cultural, physical or social barriers which prevent their access to the various systems of society that are available to other citizens. Thus, handicap is the loss or limitation of opportunities to take part in the life of the community on an equal level with others (WPA, 2018, p. 108).

Disability is a state in which functional limitation and/or impairments are causative factors of

the existing difficulties in performing one or more activities which, (in accordance with the subject's age, sex and normative social roles,) are generally accepted as essential, basic components of daily living, such as self-care, social relations and economic activity (Tirussew T, 1993, P. 69).

Disabilities exist everywhere in the world. They are of various kinds and have different effects on different persons in that some may be temporary or permanent, partial or total, fixed or changeable, have profound or no apparent effect on the working life of a person [ILO, 1985: 5]. Based on the cause or origin of the disability, it can be classified as: congenital or early childhood disability; war disability; industrial disability or occupational disease; accident in street, at home, at play; illness and disease [ILO, 1985: 5].

2.6.2. The Consequences of Disability

According to the United Nations (1982) World Program of Action, a handicap occurs when people with disabilities encounter cultural, physical or social barriers which prevent their access to various systems of society that are available to others. Because it defines disability as a process which happens “when one group of people create barriers by designing a world...taking no account of the impairments of others” (WPA, 2001.p.3).

As World report on disability (2011), indicated that more than one billion people in the world are disabled as a consequence of mental, physical or sensory impairment. They are entitled to the same rights as all other human beings and to equal opportunities. Often their lives are handicapped by physical and social barriers in society which hinder their full participation. Because of this, millions of children and adults in all parts of the world often face a life that is segregated and debased (World Report on Disability (2011): p.169)).

As Terusew indicated and Mindahun (2000: p.27) quoted, people with disabilities usually said that, “the social environment is more disabling and limiting than the disability”. If the environment is rejecting, degrading, hostile type, that will not only complicate every activities of people with disabilities but also spoils their development and affects their self-esteem and confidence. The stereotyped and unfavorable attitude of the public and its orientation about the inabilities rather than the abilities of people with disabilities make their whole situation complex. As studies reveal, people with disabilities must fight two battles: the battle to the limitation imposed by their physical conditions and the battle to be accepted by others” (Terusew, 1993: p. 69).

According to UNWPA, persons with disabilities in most societies have long been subjected to discrimination that tends to limit their access to social and economic opportunities. The misperceptions and negative stereotypes underlying this discrimination also contribute to self-reinforcing climate of low expectations for persons with disabilities that further limit their potentials.

According to Neufeldt and Albright, there are two possible ways that a discriminated people with disabilities are affected on the bases of job opportunities, Firstly, having a job is a significant definer of adulthood in most societies. Not working means that a person might have great difficulty in defining his/her social role for others in response to the simple often asked during introductions: “what do You do?” secondly, not working is usually accompanied by economic dependence, loss of self-identity and self-esteem. Working means that one is contributing to the development of his/her society while not working means that he/she is taking away from it (Neufeldt and Albright 1998: 14-15). In developing countries much of the labor force, including people with disabilities, engage in the informal economy. In such economies millions of people with disabilities lack the financial resources and the entrepreneurial skills needed to begin even the smallest of enterprises (Ingstad and Grut, 2007; Handicap International, 2006, P. 22).

The state of persons with disabilities in Ethiopia is even more tragic and severe due to the presence of diversified pre and post-natal disabling factors and the absence of early primary and secondary preventive actions. Major current problems concerning disability are: lack of public understanding, lack of information on the number and status of disabilities shortage of basic needs, such as vocational training placement.

In Ethiopia, people associate disability (handicap) with spiritual evil and do not let them to go out in public. This leads to families hiding disabled family members which lead to inaccurate information and statistics on disabilities. Even though the country had tried to some extent to include disability issues in its general policy and legal documents and specific legislation that dealt with concerns of disabled persons, the reality shows that the rights people with disabilities have very far developed on paper yet in practice; their rights are still being deprived in different fields including employment (Mindahun,2006: p.21).

Therefore, without effective remedial action, the consequences of disability will add to the obstacles to development. Hence, it is essential that the government and all concerned bodies, should include disability issues in their every strategic plan and take immediate measures for the

prevention of disability, for the rehabilitation of disabled persons and for the equalization of opportunities and inclusion.

2.6.3. How Can Enabling Situations be Created for Disabilities

Creating enabling situation for disabilities means not necessarily facilitating things that they can do for themselves, but rather what others can do for them, in ways that they want it done'. In the broadest sense, being independent does not only imply that disabled people have the right to make 'free and conscious choices' concerning their own lives, but it also means having the right to take an active part in society.

Environments/ situation can include– the physical, social, and attitudinal conditions can either disable people with impairments or foster their participation and inclusion. The United Nations Convention on the Rights of Persons with Disabilities (CRPD) specifies the importance of interventions to improve access to different domains of the environment including buildings and roads, transportation, information, and communication. An accessible/ enabling environment, while particularly relevant for people with disabilities, has benefits for a broader range of people (World report on disability 2011: p.169).

To succeed, accessibility initiatives need to take into account external constraints including affordability, competing priorities, availability of technology and knowledge, and cultural differences. Initial efforts should aim to build a "culture of accessibility" and focus on removing basic environmental barriers. Once the concept of accessibility has become ingrained and as more resources become available, it becomes easier to raise standards and attain a higher level of universal design (World report on disability 2011: p.169).

Even after physical barriers have been removed, negative attitudes can produce barriers in all domains. To overcome the ignorance and prejudice surrounding disability, education and awareness-raising is required. Such education should be a regular component of professional training in architecture, construction, design, informatics, and marketing. Policy-makers and those working on behalf of people with disabilities need to be educated about the importance of accessibility.

The information and communication environment is usually constructed by corporate bodies with significant resources and experience in including disability as an issue of policies, programs and services to ensure that persons with disabilities enjoy the same rights and access to opportunities as other citizens. This rights-based approach and removal of barriers strengthen

their fully participation in the society; and it is crucial to reduce poverty, to create more inclusive environment and to realize sustainable development (ILO,2011, P. 10). understanding that medical restoration, rehabilitation, assistive devices and personal assistance can reduce the functional limitations of people with disabilities, and thus increase their capacity to take advantage of social and economic opportunities.

According to The World Program of Action, “Equalization of opportunities” is a central theme and a guiding philosophy for the achievement of full participation of persons with disabilities in all aspects of social and economic life. An important principle underlying this theme is that, issues concerning persons with disabilities should not be treated in isolation, but within the context of normal community services.

Environmental factors comprise the physical, social and attitudinal environments in which people live and conduct their lives, and personal factors include gender, race, age, fitness, lifestyle, habits, upbringing, coping styles, social background, education, profession and a variety of other possible characteristics of individuals (WHO, 1980, P. 151).

Societies have to recognize the fact that, despite preventive efforts, as there are a number of people with impairments and disabilities. Therefore, obstacles should be identified and removed; the full participation of disabilities should also be introduced by the participation of the society in the society. Thus, whenever pedagogically possible, education should take place in the ordinary school system, work be provided through open employment and housing be made available as to the population in general.

Community participation – engagement in the social, economic and cultural life of a community; it is crucial for the health and wellbeing of people with disability. It promotes physical and mental security through pathways such as a sense of belonging, opportunities for activity, and networks of social support.

There are attempts in Ethiopia to reduce poverty and eliminate hunger among persons with disabilities through direct policies and programs, in particular, social protection schemes, or indirect measures that empower individuals with disabilities with the skills to move out of poverty. This includes promoting inclusive education and access to the labor market through policies on non-discrimination and reasonable accommodation in the workplace.

With respect to organizations, persons with disabilities have formed five associations and one federation to advocate their rights.

2.6.4. Disability in Ethiopia

The state of persons with disabilities in Ethiopia is even more tragic and severe due to the presence of diversified pre and post-natal disabling factors and the absence of early primary and secondary preventive actions. The community also associate disability (handicap) with spiritual evil and does not let disabled persons to go out in public. (JICA, 2002: p.10)

In Ethiopia, people with disabilities are thought as weak, hopeless, dependent and unable to learn and subject of charity [Terusew, 2005: 7]. The misconceptions about the causes of Disability and the misunderstandings of the capabilities of people with disabilities have resulted in general negative attitude, marginalized inter-personal relationship, limited provision of public services and special programs for people with disabilities and discriminatory practices in getting opportunities of participation in social, political and economic issues in the country because of discrimination.

According to WHO there are an estimated 15 million persons with disabilities in Ethiopia, representing 17.6 per cent of the population. For many, the inaccessibility of built environments is a major obstacle to participating actively in society.

As Terusew stated and Mindahun (2006:22) quoted that, in Ethiopia people with disabilities, face serious challenges in getting employment opportunities even when they have the required training and qualifications because of the all-encompassing unwillingness of employers to hire candidates with disabilities. Although both men and women with disabilities suffer from discrimination, women with disability are particularly discriminated because of their sex and disability status. This discrimination is severe and quite pervasive and affects all aspects of their live as to education, employment, economic status, marriage and family, health care and rehabilitation [ILO, 1996:P. 64; ILO, 1998:P.34].

According to the report of (JICA, 2002), the major current problems concerning disability in Addis Ababa are lack of: public understanding, information on the status of disabilities, basic needs, vocational training placement, health facilities etc. In Addis Ababa, like people living with disabilities across the country faced, poorer health outcomes, lower education achievements, less economic participation and higher rates of poverty are also the challenges for people live with disabilities. This is partly because people living with disabilities experience barriers in accessing special services that many of us have long taken for granted, including health, education, employment, transport as well as information. (JICA, 2002: p.21)

2.6.5. Impact of Public Relation on the Issues of Disability

Symmetrical public relations model is essential in situations where groups come together to protect and enhance their self-interest. Argumentation, debate, and persuasion take place. But dialogue, listening, understanding, and relationship building also happen because they are more effective in resolving difficulties than one-way attempts at compliance gaining (Grunig, Grunig, & Dozier, 2002, p. 321).

The public relation should work to promote effective measures for prevention of disability, rehabilitation and the realization of the goals of “full participation” of disabled persons in social life and development, and of “equality”. This means opportunities equal to those of the whole population and an equal share in the improvement in living conditions resulting from social and economic development. These concepts should apply with the same scope and with the same urgency to all countries, regardless of their level of life expectancy.

It would also be desirable to recommend to the city administration that it maximize the use of its resources for social security purposes, including prevention of disability and satisfaction of the needs of disabled persons. It should play its entire role and responsibilities that help the organization to move towards these objectives can support the implementation of the Program. A shift in attitude is achievable via heightened awareness, increased contact, and improved meaningful communication between persons with disabilities and non-disabled people (Dahl, 1993).

The public relation can be effective vehicle for bringing about greater understanding, and consequent gradual change in public perception of persons with disabilities. The most effective tactic for raising awareness of disability issues was to engage central and local government followed by discussing disability issues through different public relation mediums/channels (Meaza, 2008, P.16-17).

According to different studies, from the world total population, at least 10% of the population is affected by disability and about 25% of the population is adversely affected by the presence of disability. They are denied equal and full participation in social life in general and problems of enabling situations in particular. The major cause of this are the disabled environment they are living in, discrimination, attitudinal problem and lack of awareness of the public. In this

regard, endeavors have been made at international and national levels to respect rights of people with disabilities in social, economic and political participations through legislative and policy measures. Overcoming such rooted discriminatory patterns of public education, explicit policies and affirmative strategies to foster the inclusion of people with disabilities in all aspects of public life are required (Metts, 2004, P. 241).

There are a number of international and national legislation which have been formulated in order to protect the rights of people with disabilities in various areas: education and training, rehabilitation, employment, recreation and so on. Various international and national campaigns have been conducted to raise the awareness of governments and other members of society with regard to disability and the rights and needs of PWDs. The International Year of Disabled Persons [YDP], the international decade of disabled persons [1983-1992], the African Decade of Disabled Persons [1999-2009] are some instances to show the due consideration which the international community gives to PWDs (Mindahun Gebretsadik, 2006 p.18).

As Lindquist stated and Metasebia [2001: 19] quoted, “the ideas and concepts of equality and full participation for people with disabilities have been developed very far on paper, but not in reality. In all countries, in all types of living conditions, the consequences of disability interfere in the lives of disabled persons... many of the existing obstacles and limitations occur in areas of fundamental importance to our situations as citizens of our societies.” One area in such condition is thus, equality of getting opportunities enabling situation for their economic, political and social participation (Metasebia 2001: 19).

Persons with physical or mental disabilities often face difficulties in taking part in social life like: access to vocational training and employment on equal footing with others. In addition, a very high proportion of PWDs, as compared to others, lead their lives in poverty in most countries of the world, and most often, alternatively, they pursue begging as a means of livelihood, this is more serious problem in the developing world. (Neufeldt and Albright, 1998: 5) It should be the duty of every Government to ensure that the benefits of development programs also reach disabled citizens. Measures to this effect should be incorporated into the general planning process and the administrative structure of every society.

Chapter Three

3. RESEARCH METHODOLOGY AND DESIGN

3.1. Introduction

This chapter presents the research approaches and methods of data collection that was used in order to meet the objective of the study. This study focused on assessing the impacts of public relations in creating enabling situation to people with disabilities; in order to minimize the exclusion, discrimination, stereotype and prejudice that people with disability are facing. This chapter explores the research methodology in terms of research design, Sampling technique, Sample size, Technique of data Collection, Data analysis procedures and Ethical consideration.

3.2. Research design

The research design is intended to provide an appropriate framework for a study. A very significant decision in research design process is the choice to be made regarding research approach since it determines how relevant information for a study will be obtained; however, the research design process involves many interrelated decisions.

Hence, this study employs a descriptive research design to agree on the impacts of public relations in creating enabling situation to people with disabilities. As Saunders et al and Miller say that descriptive research reveals an accurate profile of persons, events, or situations. This design offers to the researchers a profile of described relevant aspects of the phenomena of interest from an individual and organizational perspective. Therefore, this research design enabled the researchers to gather data from a wide range of respondents on the impact of public relations in creating enabling situation to people with disabilities in Addis Ababa. And had an important function in analyzing the response obtained on how the public relation is impactful in creating enabling situation to people with disabilities.

3.3. Research Methods

In this research the researcher used a mixed research method by using the potential strengths of both qualitative and quantitative methods. It was made to explore diverse perspectives and

uncover relationships that exist between the complex layers in the research questions which assess the impact of public relations in creating enabling situation to people with disabilities in Addis Ababa City Administration Bureau of Labor and Social Affairs. To answer these questions the researcher prefers using mixed research method in order to view the phenomena from different alternatives.

‘Mixed methods’ is a research approach whereby researchers collect and analyze both quantitative and qualitative data within the same study. Mixed methods research requires a purposeful mixing of different research methods in data collection, data analysis and interpretation of the evidence. This integration enables the researchers to seek a more panoramic view of research landscape, viewing phenomena from different viewpoints and through diverse research lenses (Johnson and Christensen 2017).

3.3.1. Qualitative Research Method

The reasons that a qualitative research method was taken as essential method to conduct this research were: to make the findings worthy full, to assess the impact of public relation in creating enabling situation for disabilities in detail, to create respondents’ interaction on the issue and to draw conclusions based on the sense of meanings respondents bring to the questions which raised in the research.

Therefore, as the research topic deals with the impacts of public relation in creating enabling situation for disabilities in Addis Ababa city administration, special emphasis is given to examine the impact of public relations in Creating enabling situation to people with disabilities who are routinely stigmatized and isolated from the ‘enabling situations’ of getting the opportunities of participation in social, economic and political services in Addis Ababa

Qualitative research is a measure of relative value but based on an evaluation of the general character as well as fundamental nature of what we are investigating. Qualitative methods in research is often used to measure relatively worthy full finding as for using only quantitative methods (Kothari, 2004). Quantitative research is highly expressed by a number, but qualitative data deals with meanings. Meanings mediate mainly through language and action. Language is not a matter of subjective opinion. Concepts are constructs in terms of an inter-

subjective language, which allows us to communicate intelligibly and interact effectively (Dey, 2005).

The strength of qualitative method study is the rich detail about the situation and the way in which variables and persons interact complex ways and to draw conclusions based on their impact (Beglar, 2009). Qualitative research helps to gain insights and impressions into a problem and it tries to understand the reasons why something is the way it is. The research method is concerned with the subjective assessment of attitudes, opinions, and behavior.

In addition, Yeomans (2006) put both the advantages and disadvantages of qualitative research approach. On the one hand, he agrees to the fact that it provides deeper looking ability of the researchers about the causes and motivations, explore information, which is completely unknown and unpredicted. On the other hand, he argues that qualitative research technique highly consume time, financial demand, and needs qualified and devoted researchers. The research outputs of this method influenced by the researcher and limited generalization.

3.3.2. Quantitative Research method

As different literature stated that a quantitative research is the process of collecting and analyzing numerical data. It can be used to find patterns and averages, make predictions, test causal relationships, and generalize results to wider populations.

The reason that the researcher also used this research method is in order to make the findings more logical, statistical, and unbiased; And to participate more respondents in the inclusive way by engaging more samples that represent the entire population.

Quantitative methods emphasize objective measurements and the statistical, mathematical, or numerical analysis of data collected through questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques. Quantitative research focuses on gathering numerical data and generalizing it across groups of people or to explain a particular phenomenon. The results achieved from this research method are logical, statistical, and unbiased. Data collection happened using a structured method and conducted on larger samples that represent the entire population. (Babbie, Earl R. 2010)

3.4. Sampling Technique

In this study, purposive sampling technique is applied in a very associated way with qualitative and quantitative research methods. In qualitative research, the samples are likely chosen in a deliberate manner, which is defined as purposive sampling. We might sample for specific groups or types of people as a modal in particular case, expert. Purposive sampling can be very useful for situations where we need to reach a targeted sample quickly and where sampling for proportionality is not the primary concern. The goal or purpose for selecting such sampling method is to have informants that will yield the most relevant and adequate data for the study.

Selecting purposive sampling helps to obtain multiple ranges of information and different views on the subject. When selecting the interview participants, researchers should deliberately interview some people, whom the researcher suspect might hold different views related to the topic of study. Most of all, purposive sampling method of data collection helps to minimize researcher`s biases or injecting opinion in the study (Yin, 2011). Participant deliberately selected for this investigation targeted to obtain relevant information about the research topic. The target Population of the sampling units in the study are 195 employs of Bureau of Labor and Social Affairs of Addis Ababa.

3.5. Sample Size

In this research, structured in-depth interview, quantitative data and document analysis were used as a main tools to gather data from key informants those who have being living in the situation and directly or “indirectly” owned the duties and responsibilities related to disability issues. The research method is mixed; this means the researcher collects and analyzes both quantitative and qualitative data. Having this in mind, therefore, 12 respondents have been included in-depth interview to grasp their views on the issue of public relation and its impacts in creating enabling situations for disabilities. The researcher engaged 2 respondents from the public relation department, 4 respondents from the social affairs directorates, and 3 respondents from leaders of disability`s association and the other 3 respondents from non-government organizations/associations.

In the quantitative research method 136 participants were selected and around 120 participants were responded to the given questioners and permanently involved. The participants were selected from the employee of the organization and stakeholders on In the case of the document analysis one-year executions of the directorate were purposively selected and the press release, brochure, flayers, displayed photos, newsletters, magazines, annual plans and reports, documentary samples were analyzed based on their quantity and quality. The number the directorate planned to publish and the content of the published documents were also taken in to consideration by relating to the topic of the research.

The total sample size was 132 and determined by using convenience sampling method, due to limit in budget, time and human resources, the sample was identified after receiving list of employees from the organization. After the population was identified, the samples size is determined by using the following Taro Yamane’s formula.

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{195}{1 + 195(0.05)^2} = 131.09 \cong 132$$

Where:

- ‘n’ is the sample size, N =195
- ‘N’ is the population size, and e= 0.05
- ‘e’ is the level of precision or sampling error n= 132

The sample size of the research was 132 samples according to Taro Yamane formula.

3.6. Reliability analysis

In this research Cronbach’s Alpha of reliability test was used for to assess the reliability of the variables. The analysis is used to test consistency of respondents’ answers to all the items of independent and dependent variables in the questionnaire, whether the items are hanged together as a set which they are highly correlated with one another. Consistency of this research was examined through Cronbach’s coefficient Alpha, which is used for multipoint – scaled items.

According to Cavana et al. (2001), “Cronbach’s alpha is a reliability coefficient that indicates how well the items in a set are positively correlated to one another. Cronbach’s

alpha is computed in terms of average inter correlations among the items measuring the concepts”. The value of this coefficient can vary from 0 to 1. The value of 0.8 or higher of an alpha coefficient

was proposed to be accepted by Bryman and Cramer (1990). However, according to Nunnally (1978), the value of 0.6 and above is acceptable, especially for initial investigations. To meet Consistency reliability of the instrument, 20 questions were distributed and Cronbach’s alpha for enabling situation and impact of public relation was found greater than 0.8 as shown in table 3.1, and questioners were tested and fulfill the consistency reliability of the instrument. These results reveal that there was no need to remove items. It is around 0.9.

Table 3.1; Reliability analysis of Variables

Variables	Cronbach's Alpha	No of Items
Effective public relation has an effective role in creating enabling situations and can change the attitude of the society towards people with disability.	.834	1
The selected Strategic PR formats and tools are effective to hit the expected target of the organization on issues of creating enabling situation for disabilities	.913	1
The present-day prejudice, stereotypes and discriminations towards people with disability are the result of poor implementation of strategic public relation in the City Administration.	.863	1
The public relation directorate has a limitation in raising influential ideas in communicating disability issues	.893	1
The PR directorate is not free from the political issues and highly influenced during implementation of its day-to-day activities on the issue of disability and creating enabling situation for disabilities in the organization	.835	1
I am happy with this organization and all its disability concerned activities because of its public relation activities.	.933	1
There is a long-lasting bond between the public relations directorate, people with disability, associations and stake holders of the organization on the issue of disability and creating enabling situation for disabilities.	0.845	1
The public relation directorate is using and addressing different PR models and tools depending on situations to communicate well disability issues and to create enabling	0.871	1
What do you know about disability in general?	0.861	1

What challenges that people with disability faced in their day to day life experience because of disable situations	0.835	1
What do you think is the cause of prejudice, stereotype and discrimination towards people with disabilities?	0.865	1
What are the solutions which have a potential to change this disable situation in to enabling situation for disabilities	0.875	1
What do you know about public relation in general? How effective public relation activities can play an important role in creating enabling situation for disabilities?	0.824	1
How the PR practitioner's awareness can be explained concerning on the issues of disability and creating enabling situations for disabilities in the organization?	0.861	1
Which models and PR tools does the directorate use whenever it implements its activities related to disability issues, especially activities which focus on creating enabling situations for disabilities?	0.883	1
How these selected Strategic PR formats and tools are addressed to play an important role in creating enabling situations for disabilities?	0.857	1
Do you think the selected Strategic PR formats and tools are effective to hit the expected target of the organization on issues of creating enabling situation for disabilities? If your answer is YES state your reasons If your answer is NO what is wrong with it	0.891	1
How is the directorate working jointly with internal and external stakeholders who have being working on creating enabling situations for disabilities?	0.862	1
How long do you think their integration is consistent? To what extent the PR department exercising its mandate of managerial and influential role in promoting the issue of disability in the context of the organization's vision, mission, policies and strategies?	0.898	1
What are the opportunities and the challenges that the PR department has in communicating issues of disability and creating enabling situations for disabilities in the organization?	0.952	1

3.7. Technique of Data Collection

Qualitative technique of data gathering method mainly includes an in-depth interview, focus groups discussions and observations with a participant close to the research topic. In addition to these, biographical methods such as life histories, narratives and analysis of documents and texts included in this method of research. (Lewis, 2003).

But the Quantitative Methodology generally involves collecting numerical data that can be subjected to statistical analysis. Data can be collected by using performance tests, Personality Measures, questionnaires, Content Analysis. In this research in-depth interview, questioners and document/ content analysis were implemented. Some of data gathering techniques are discussed in detail as follows.

3.7.1. In-depth interviews

In-depth interview is one of the most common qualitative methods and provide opportunities to grasp the research elements' internal feelings, perspectives, interpretations, knowledge, opinions and life experiences (Ezzy, 2002).

The reason for the popularity of this technique is that, it is very effective in giving a human face to research problems. It is more detailed; when compared to traditional survey methods; intensive and well performed In-depth interview techniques also deliver more accurate responses on sensitive issues and provide detailed background about the reasons why respondents give specific answers. It elaborates data concerning respondents' opinions, values, motivations, recollections, experiences, and feelings. (Wimmer and Dominick, 2003: p.127)

As previously indicated, the aim of this study is to assess the impacts public relation activities in creating enabling situation for disabilities. Therefore, interviewing the public relation department professionals, social affairs' advocacy and prevention directors and senior officers, leaders of disability's association and members of non-government organizations/ associations was taken as a leading technique in this research to grasp their internal feelings, perspectives, interpretations, knowledge, opinions and life experiences to accomplish the objectives of the study. 7 questions were prepared for in-depth interview. The questions were translated in to Amharic and approached for face -to -face discussion. Each interview with a single respondent

took from 30 to 40 minutes. The conversation was recorded and documented for the further analysis.

3.7.2. Questionnaires

Questionnaires are techniques of collecting numerical data in the quantitative method of research. It can be used to find patterns and averages, make predictions, test causal relationships, and generalize results to wider populations. Questionnaires are also used as a means of objective measurements numerical data analysis (Babbie, Earl R. 2010).

The reason that the researcher also used questioners is in order to make the findings more logical, statistical, and unbiased; and to participate more respondents in the inclusive way by engaging more samples that represent the entire population. In this research around 136 questioners were distributed and 120 of them were collected and analyzed.

3.7.3. Document Analysis

If we get to grips with the nature of documents then we have to move away from a consideration of them as stable, static and pre-defined artifacts. Instead we must consider them in terms of fields, frames and networks of action. In fact, the status of things as "documents" depends precisely on the ways which such objects are integrated into fields of action, and documents can only be defined in terms of such fields. (Flick 2009, P. 256)

Even though in-depth interview and questioners had been used as a main tool to gather data from research participants, one-budget year of 2010 E.C. (from July 1, 2009 E. C. to Jun 30,2010 E. C.) document analysis was also conducted to validate the findings. The researcher selects this budget year purposively. Because the budget year was the year that the organization get a praise at the city administration level because of its good implementation. To that end, the contents in the document which related to the organization, the public relation directorate and disability issues were taken in to account and analyzed.

3.8. Data sources

3.8.1. Primary data sources

It was obtained from the original source of information. The primary data were more reliable and have more confidence level of decision-making with the trusted analysis having direct intact with occurrence of the events. The primary data sources are people with disabilities, stack holders, workers of the organization (interview and questionnaires).

3.8.2. Secondary data

Document analysis has been conducted to collect data from various secondary sources. This includes reports and printed public relation materials concerned on disability issues. The data also obtained from the existing printed documents and reports in one-budget year of 2010 E.C. (from July 1, 2009 E. C. to Jun 30,2010 E. C.) were taken into account for the review. The content in the document were taken in to account during the data analysis.

3.9. Data analysis procedures

Data analysis in qualitative studies is done early in the collection process and continues throughout the project. Qualitative researchers use an inductive method: Data are collected relevant to some topic and are grouped into appropriate and meaningful categories; explanations emerge from the data themselves (Wimmer and Dominick, 2003: p.111).

The in-depth interview was made with all engaged respondents. Data analyzed were explained in the form of narration. And the researcher preferred to employ a simple code system (symbols/signs) for responses gathered from key informants, to keep ethical standard of the research.

The researcher carefully prepared structured questions in the form of a discussion guide and approached each of the interviewees friendly until they gave at least the right possible answer which they thought for. By conducting interviews to examine opinions, attitudes, and overall assessment of the practices, the researcher collected the data and compared and contrasted the similarities and differences of the responses to find out the exact thing that the public relation is doing on the aspects of creating enabling situation for disabilities in Addis Ababa. The collected data transcribed and analyzed thematically.

In the cases of quantitative method, the researcher collected 88.2 % of the distributed questioners in order to find the expected numerical data. Quantitative research focuses on

gathering numerical data and generalizing it across groups of people according to their response. The collected and grouped data then analyzed to find patterns and averages, to test causal relationships, and generalize results to wider populations. The results achieved from this research method are logical, statistical, and unbiased. Data collection happened using a structured method and conducted on larger samples that represent the entire population (Babbie, Earl R. 2010).

In the case of the document analysis one-budget year of 2010 E.C. (from July 1, 2009 E. C. to Jun 30,2010 E. C.) executions of the directorate were purposively selected and the press release, brochure, flayers, displayed photos, newsletters, magazines, annual plans and reports, documentary samples were analyzed based on their quantity and quality. The number the directorate planned to publish and the content of the published documents were taken in to consideration by relating to the topic of the research.

Therefore, since mixed research method was used in this study all implemented data gathering techniques were discussed to consolidate and validate the findings.

3.10. Ethical Consideration

Researchers ethically responsible to ensure that participants are not exposed to potentially harmful research practices. In addition, frivolous research is unethical. Particularly, in research be voluntary and that the participant has the right to know about nature, purposes, and duration of the research (Abbott, 2011). The researcher followed the basic ethical considerations in both the qualitative and quantitative research methods. Accordingly, fieldwork data cross check documents. The research data reliability and validity test have been made. The researcher obtained a formal letter from the AAU school of journalism and communication faculty to facilitate the fieldwork before the study began. The letter delivered to the key informants' different levels of offices. The researcher explained the goal of the study for key informants verbally before the research started, and explained for participants that if they were not comfortable with the research questions they could quit or refuse at any point. The investigator recorded the sound based on the interest of the key informant.

Chapter Four

4. Analysis and Discussion

4.1. Presentation of Findings, Data Analysis and Discussion

In this chapter the data collected in depth interview, questioners and document observation were transcribed, translated, analyzed and presented by using the qualitative and quantitative approaches.

4.1.1. Qualitative data analysis

In this research in-depth interview technique was implemented to collect the qualitative data. 12 respondents were selected and participated as informants for all raised questions related to the research topic. The respondents were selected purposively from departments which have close relation or integration with the organization and relevant to the research topic.

2 respondents were engaged from the public relation department; to have detail and worthy full information about the contribution of the public relation department from the horses' mouth. Which is coded as PD1 and PD2? 4 respondents were from the Social affairs directorate, advocacy and prevention team leaders and senior officers. Which are coded STL1 STL2, SSO1 and SSO2. 3 respondents were from leaders of disability's association and which are coded as LDAs1, LDAs2 and LDAs3. The other 3 respondents were from non-government organizations/associations, and coded as SH1, SH2 and SH3. The interview with each respondent took from 30 to 40 minute.

7 interview questions were prepared and translated in to Amharic in order to make the medium easy and invite them to reflect more idea by using their mother tongue. Some interview questions have additional sub questions that keep the flow and consistency of ideas from the respondents. 75% of the interview responses were recorded and transcribed. 3 respondents were not permitted to record their voice.

The researcher has translated the transcribed data in to English and analyzed by putting it in to four categories based on the views of respondents towards the raised questions at the in-depth interview. The first category focused on the general views of the respondents on disability and public relations. The second category indicates views of the respondents on the

roles of public relation models and tools in addressing disability issues and creating enabling situation for disabilities in particular, the third category focuses on respondents view on the communication practices and its impacts in creating enabling situation to people with disabilities, and the fourth category focuses on the opportunities and threats that public relation department has in creating enabling situation to people with disabilities. The data analysis and presentation were made by giving great emphasis to the collected data and the objectives of the research.

The General Views of the Respondents on Disability and Public Relations Issues

The respondents were asked to elicit some information about disability, challenges that people with disability faced in their day-to-day life experiences and about public relations and its role in social, economic and political issues in a community.

Views of the Respondents on disability issues

In this section respondents were reflected their view on the issues of disability. Almost all Respondent share a very similar idea in the view they have towards disability. They believe that disability is losing a function of body parts. Due to this reason people become disabled or loss their capacity of responding to their environment like people with ability. Their response was related to the definition of WHO in one or another way.

It is a function of the relationship between disabled persons and their environment. It occurs when they encounter cultural, physical or social barriers which prevent their access to the various systems of society that are available to other citizens. Thus, handicap is the loss or limitation of opportunities to take part in the life of the community on an equal level with others.

The respondents also asked what challenges that people with disability faced in their day to day life experience because of disable situations

The respondents LDAs1 and LDAs2, witnessed the challenges that people with disability faced in their day-to-day life experience because of the disable situations. The respondents believe that there are plenty of Challenges that people with disability faced in their day to day activities in the city administration. They always considered as dependent; most people think that as they can do nothing except begging.

Respondent SH1 and SH3 also confirmed that: as we go across every religious areas and streets of Addis Ababa you can find a number of beggars. Most of them are people with disabilities. Their life is always miserable and tragic. They lead their life as they have no right to learn, employ and engage in social participations. They loss their full participation access in social and economic opportunities such as education, employment, economic status, marriage and family, health care or facilities and rehabilitation because of the physical and social barriers in the society.

Respondent SH2 also added that, discrimination; rejecting, degrading, low expectations for persons with disabilities are challenges in getting employment opportunities that further limit their potentials, self-esteem and confidence. This leads their life in to poorer health outcomes, lower education achievements, less economic participation and higher rates of poverty.

Respondents PD1, SSO1 and LDAs 3 also added that, in cities like Addis Ababa one of the biggest problems which made challenging the life of people with disabilities is poor awareness of the society about disability issues and enabling situations. Because of this, people with disabilities got less participation and highly discriminated in the society. People with disabilities do not have the same opportunities to participate in various social, economic, and political affairs with people without disability.

The respondents asked the solutions which have a potential to change this disable situation in to enabling situation for disabilities

In this regard, the majority of the respondents explained that awareness-raising is needed to overcome these misconceptions. The awareness rising should have the potential to alleviate stigma in the community by providing concrete demonstrations that people with disabilities can actually work on an equal footing with any other citizen and that they can work and benefit themselves and others. It is important to bring tangible witnesses by providing various achievements of person with a disability in different social, economic and political aspects by bringing them or their experiences towards the front door. It helps the society to realize the capacities, creativity, commitment and competency that people with disabilities have through enabling situation.

In addition, respondents SH1 and SH2 revealed that, the attitude of the society should be changed by exhibiting the work of people with disabilities such as Social (education, crafts and art products), economic (business achievements) political (in leading and decision making prospective) and how participation and opportunities to learn and to work make them competent with others. This helps to avoid the misconceptions about people with disabilities in the community and to help other people with disabilities learn and develop a sense of belonging.

Respondents STL2, SSO1 and LDAs3 are also believed that, creating enabling situation for disabilities is one of the ways in which people with disabilities can come out of their miserable life experiences. Facilitating psychological and skills development training, and work on developing a psychology by repeatedly telling them that they can work equally and change themselves without being disabled. Collaboration of government and non-governmental organizations on creating conducive environment for people with disabilities is mandatory.

LDAs1 and PD1 also added that, participation of every responsible body is important to bring the solutions for social (shelter, food, education, health); economic problems (job opportunities, financial, conducive working environment and market coalition), political (exercising their rights and responsibilities on the issues of participation and decision-making process) problems of people with disability.

Views of the Respondents on public relation

Almost all respondent agreed that Communication is a process of sharing ideas, informing, or creating a relationship with one another. They also believe that communicating with someone means building trust and relationship.

PD1 added that, communication is a relationship between an organization and its publics. It is a means of evaluation of public attitudes and opinions on organizational policies, procedures and actions taken to ensure public interest and social responsibilities by bringing journalism, communication and other knowledge in to a system of human understanding.

SH2 also confirmed that, it is a process of enhancing image or building organizational reputation in publics with whom the organization functions. Which made disclosing the

organization's strategic mission, vision and goals; by inviting the public to cooperate its own part for the implementations of policies and programs; and by bridging publicity, media, stakeholder's relation and event management.

A) Respondents View on the Role of Public Relation Models and Tools in Addressing Disability Issues

In this section the respondents were asked the role of public relation models and tools in addressing disability issues and in creating enabling situations to people with disabilities.

According to respondent PD2, the communication officers are working as a reporter and write news and release on news board, face book and telegram pages of the organization. The public get information about daily activities or what is going on in the organization through these channels of communication.

Respondent STL1 and PD1 also added that, Panel discussions are facilitated to bring the organization and its public for common discussions on different issues such as plan orientation, implementation reports, and policy announcements; in order to have the public's say and bring them on the same track.

The respondents from LDAs, SH, and STL, also confirmed that, stack holders are invited in different panel discussions to deal on different social issues for achieving mutual objectives. The directorate executes its communication activities by using press release, media relation, special events or campaigns, Displays & Exhibitions, printing materials such as Pamphlets, Brochures, posters, banners, electronics devices such as radio and television and social media (face book).

LDAs2 also confirmed that: as we can find that many of the written materials argue that disability does not mean dependency, and people with disabilities can work in one way or another if the opportunity arises. In particular, photos visually appealing to people with disabilities and their success. Based on the ideas and messages from the articles I have seen, we really admire the work being done to aware the public who came to the organization; however, these materials are not available outside and permanent in their production. We can also look at the occasional annual magazines in which different issues raised and many people with disabilities are more involved.

PD1 and SH2 also confirmed that, Calls also made for various media outlets to report on the process and make it accessible to the community. The constitutional rights and international conventions that People with disabilities have to protect their rights as any other citizen, as well as their residential responsibilities of participating and rights of getting from the benefits of development are widely publicized.

LDAs3 added, Photo exhibitions which show where people with disabilities compete and win prizes, their success on different working areas, participation on different social, economic and political issues are displayed.

B) Respondents View on the Public Relations Practices and their Impacts in Creating Enabling Situation for Disabilities

As respondents from PD, STL, SSO and SH stated that there is a plan in the organization called “a Change Communication Plan.” This plan sets out the stakeholders of the organization and sets out various goals to work in collaboration with these bodies.

The activities of the organization, especially around people with disabilities, were made available to stakeholders engaged in the field. Various communication activities are carried out to enable the stakeholders to assist the work of the organization in creating a conducive environment for people with disabilities to encourage their participation in every social, political and economic situation.

Respondents from PD, added that, facilitating ways for building a clear collaboration bridge is given as a responsibility of the communication directorate. The directorate has a great role in communicating the organization’s vision, mission and long term and short-term objectives to smooth the collaborations of the stack holders to work jointly for the achievements of vision, mission and long term and short-term objectives.

Respondent from STL and SH also confirmed that, the public relation brings the two bodies to the signing of memorandum agreement and having a common plan by putting a clear boundary among their mutual achievement. They work every activity on the basis of this plan to provide a variety of material support, experience and financial support for people with disabilities in our cases. A number of communication activities have been carried out in order to make them aware and support the vision and mission of the organization.

Respondent from SSO and PD added that, also confirmed that, it is clear that being a disabled person does not mean being without ability to work, and that people with disabilities can work equally with their non-disabled partners if the opportunity and circumstances allow. The need for knowledge and finance can be covered by other experienced institutions in the field. Therefore, it is obvious that the communication sector has a key role to play in enhancing stakeholder engagement by promoting strong contributions and increasing their participation.

As these respondent SSO and PD, a communication between people with disabilities and bureau of labor and social affairs is building a bridge for philosophical, sociological, economical, ideological, and psychological interactions, to bring these people in to enabling situations

Respondent from LDAs, SH and PD believe that the directorate is working for people with disabilities. Although it is not always consistent, it raises awareness every year, especially on the International Day of People with Disabilities. It tried to change the negative view of community towards People with disabilities, visualize the capacity People with Disabilities and what they are doing through little opportunities in order to create motivation for the other people with disabilities and sense of belongingness. But it is not enough.

Respondent from PD dis agree the above respondents conclusion by arguing that, the directorate has been able to draw a communication bridge on the issue of people with disabilities through various communication channels, it is an important line up to bring issues of disability towards the front door in order to get some governmental and social attention, this make people with disabilities to realize the fact that, there is a government institution in Addis Ababa where people with disabilities discuss their problems and claim their rights.

Respondent STL1 also confirmed that: based on this, people with disabilities can fight for their rights, like any other citizen, develop their attitude of readiness for various jobs without being hindered by their disabilities, it can effectively promote and educate people with disabilities, they can motivate people with disabilities by organizing various mobilization forums, displays to realize how people with disabilities can compete and win in any aspect of life. As a result, the awareness and morale of the victims are cited.

Respondent STL2 and PD1 also added that, recognizing the efforts of People with disabilities who scored a nice grade promoted the entrance exam of higher institutions is

made every year in September. It is a nice experience. Efforts by the Communication Directorate to make this process widely accessible to the community are very encouraging and can be considered as a major morale booster for other students who are facing challenges because of disable situations in school life.

Respondent from SH and SSO and PD explained as it has a progressive contribution in facilities of working in collaboration with other stake holders working in different disability issues such as awareness creation, Media Coverage Service, Psychological and Skills Training centers, as well as other support and loan service providing centers. These all have being done to create enabling conditions for people with disabilities by developing awareness, bringing the disability issue towards media or mainstreaming discussions, filling their psychological and vocational rehabilitation gaps, facilitating support and loan opportunities.

STL1 confirmed that, the department has made the issues of people with disability clear to the community through various communication mechanisms as people with disability can work and as they are not dependent and need not help except enabling the situation.

The respondents asked the impact of the managerial role of public relations in achieving the organization's objectives.

As respondent PD2 and STL1 indicated, the directorate has shared activities from the general functions, responsibilities, vision and mission of the organization. Based on this, it carries out the activities included in the plan at different stages. In the organization there are around 13 working units or directorates which are working cooperatively for common success. Its common mission is to support the core divisions of the organization. Although the alignment is not correct, the communication directorate plays a significant role in the success of the mission as it works together with other directorates to achieve the core mission of the organization.

PD2 also confirmed that, in order to create conducive environment for people with disabilities, it works closely and supports other directorates which are working on disability issues by providing a wide range of communication activities to reach out to the community through communication channels. It co-ordinates forums specially designed for people with disabilities, invites various media outlets, prepares and disseminates messages on the platform, and facilitates different opportunities to create a conducive environment for people with disabilities. But it is not enough and its impact on creating enabling situation for

disabilities is not that much. Because the issue is too wide. It needs more commitment, economy, smooth working structural alignments.

PD1 also added that, the directorate has its own set of activities in the organization. These activities are designed based on the activities of the organization. So it developed its own plan to accomplish these tasks. The goals set out in this plan are based on the goals set by the organization. Therefore, as a directorate, different public relation activities were done to achieve the objectives of the organization. But still, it has limitations on achieving all its planned activities due to the attributes of complicated and unstable working environment, additional legal and formal restrictions, more rigid procedures, poor public perception of government communication.

The respondents also asked whether the communication department is implementing as it was expected or not and the reasons that made them to say yes or no

Respondent PD2 think that, it is good to look at the situation to answer this question. The number and challenges of people with disabilities in this city are known, many and complex. Perhaps very few of the city's residents with disabilities are able to cope the chances. This is in contrast with the growing population of the city.

Respondent PD1 added that, the Directorate is playing an important role in all activities of the Bureau for the benefit of people with disabilities and implementing significant activities, especially in facilitating the way of collaboration and maintaining the bridge of communication processes with concerned society groups. But it has a lot of additional works to do. To this end, I would like to say that the directorate should improve its activities in various ways and fulfill its responsibilities, especially in creating a conducive environment for people with disabilities to address various infra-structure inputs, attitude changes and motivational issues.

Respondents View on opportunities and challenges of strategic communication related to disability issues and creating enabling situation for disabilities

The respondents were asked the opportunities and challenges of the communication department in the organization in its day-to-day activities in creating enabling situation for disabilities.

Respondents from LDAs' and SH elicited that, since the Addis Ababa City Administration Bureau of Labor and Social Affairs is responsible for every social security in the City

Administration, and also has many Customers to work with. Such as integrated government /public sectors, opinion leaders, private sector companies, mass media, community, civic organization, Non-government organizations, financial institutions, etc. the communication directorate should use this as an opportunity to build bridge of communication for mutual benefits.

There are many governmental and non-governmental institutions which are responsible for social security like disability in Addis. Ababa. Such as public service providing sectors, opinion leaders, private sector companies, mass media, community, civic organization, Non-government organizations, financial institutions. Since it is working on social security, the department should use them as opportunity to extend the its service and share the burden. (conclusion)

SH1 also confirmed that: the organization has a wide range in its service providing rate. A number of private sector companies, mass Medias, community members, civic organizations, Non-government organizations, financial institutions, etc. come to the organization for different services. The communication directorate has an access to get these customers in one or another way. It has also opportunities to communicate them different issues in the organization including creating enabling situation for disabilities.

Respondent from LDAs' notice that, the organization has also a number of disability issues to be communicated. People with disability has plenty of problems in scarcity of body support materials, inclusive infrastructure accessibilities, job opportunities and discrimination in different social participations. Even these are more than plenty and need a wide communication to create awareness and make the situation enabling. Therefore, as a government communication sector the directorate has wide media access and opportunities to prepare different campaigns, discussion programs by using the mainstreaming media and real event organizations.

Respondent from SH confirmed that, the city administration has a formal structural linkage to the society. That means the formal structural chain from the top mayor office to the little public residential compound is already built in order to mobilize the society in different issues. The communication department has a mandate to use this chain to communicate issues of disabilities.

Respondents from SH and LDAs' added that the directorate has also opportunities to share experiences and get special trainings from different organizations like Addis Ababa University and Chi-shier services to have additional experiences and updated service delivering systems.

Almost all respondents confirmed that the directorate has faced a number of challenges in its day to day operation. Politicization of the public service, Understanding the public differences in information needs, hesitation, biasness, Absence of disclosure for relevant information, support in terms of training, lack of focus On Consistency

Respondent PD and SH2 confirmed that, politics, less interest of practitioners in serving the public, high officials' interference, lack of information, lack of managerial support for public relations practitioners, poor perception of the public for government communication, less emphasis to develop the profession are the most common challenges in government public relation departments are the most common challenges for the directorate.

respondent PD2 added, Communication is still a growing sector in the country; there is a huge gap in understanding and strengthening its importance at the organizational level. As an organization, there is a wide gap to fully participate the directorate in each of the activities of the organization; less focus is given from the top management to the lowest level staff on the field and recognizing its social impact. For many, communication is nothing more than a stage promotion and capturing a meeting photo. This has reduced the directorate's capacity in terms of manpower, resources and training. The fact that the directorate has not been strengthened in this way will inevitably can be a major challenge to its effective implementation.

From the above respondents view we can conclude that the directorate has a number of opportunities to do more on disability issues and create enabling situation for disabilities. Even though the challenges are not easy to overcome, using the opportunities properly can bring a lot of changes in the City Administration on the aspects of reducing social problems in general and burden of people with disability in particular.

4.1.2. The quantitative data analysis

In the quantitative research method around 120 participants were involved. These participants were selected from larger samples that represent the entire population. In this case the researcher tried to include the whole community representatives including religious leaders. The researcher prepared 21 questioners. All questioners were translated in to Amharic and distributed to 136 respondents. But only 120 respondents were answered and brought back the questioners. The researcher also tried to group the collected data and some questions were merged during the data analysis in order to specify the target of the study.

Table 4.1. Respondents Gender, age and educational backgrounds

		Gender of the respondents		
		Male	Female	Percent
Age of respondents	20-29	17	8	20.83
	30-39	51	26	64.16
	40 and above	11	7	15
Educational Background of the respondents	High school and bellow	13	19	26.6
	Diploma	23	15	31.66
	Bachelor Degree	35	6	34.15
	Master's Degree	8	1	7.5

As described in table 1 the researcher went to some extents in order to encompass samples from different society groups. As it was mentioned above 79 respondents are male. It accounts 65.8 percent of the total participants. 34.1 percent or 41 participants are female. As we have seen from the above data more participants in this research are male. Even though the researcher tried to engage women in a much-closed ratio, many of them had not a willing to take the questioners.

The age and educational background were not mandatory in this research. Since the sampling technique is purposive the researcher also tried to include respondents above the age of 20, and from random educational level. It is because in order to get the convenient social life experiences.

Table 4. 2. Respondents’ response on the role of effective public relation in changing the attitude of the society and creating enabling situations for disabilities.

Effective public relation has an effective role in creating enabling situations and can change the attitude of the society to wards people with disability.	Responses	Frequency	Percent
	Strongly disagree	-	-
	Disagree	30	25
	Neutral	3	2.5
	Agree	58	48.33
	Strongly agree	29	24.17
	Total	120	100%

In Table 2 above, respondents were asked to put their feelings on the function of effective public relations to overcome the stereotypes and attitude of the community towards people with disability and creating a conducive environment for them to work and benefited like any other society members. Based on this idea around 58 participants or 48.33 percent of the respondents confirmed their agreement on the function of effective public relations to overcome the stereotypes and attitude of the community towards people with disability and creating a conducive environment for them to work and benefited like any other society members. In addition, 24.17 percent of the total respondents, or 29 participants also strongly agreed with the idea. On the other hands, from the total participants 30 respondents or 25 percent of the participants answered as they disagree, while 3 participants did not express their views clearly or did not respond. This covers 2.5% of all respondents.

According to the data, 72.5 percent or 87 respondents of the participants agreed that effective public relations has a significant role to overcome the stereotypes and attitude of the community towards people with disability and creating a conducive environment for them to work and benefited like any other society members.

Table 4. 3. Respondents’ response on the effectiveness of selected PR formats and tools in creating enabling situation for disabilities

	Responses	Frequency	Percent
The selected PR formats and tools are effective to hit the expected target of the organization on issues of creating enabling situation for disabilities	Strongly disagree	-	-
	Disagree	40	33.33
	Neutral	4	3.33
	Agree	64	53.33
	Strongly agree	12	10
	Total	120	100%

As can be seen from Table 3, participants were asked to respond to the idea that the communication models selected by the Public Relations Directorate enable the Institute to achieve its mission and goal regarding the issue of People with disability specially in creating enabling situations for disabilities.

Accordingly, 53.33% or 64 participants confirmed their agreement and also, 12 participants or 10% of the respondents expressed their strong support for the idea, cumulatively around 76 participants or 63.33% of the respondents believe that communication models selected by the Public Relations Directorate enable the organization to achieve its mission and goal regarding the issue of People with disability specially in creating enabling situations for disabilities.

On the other hand, 40 participants, or 33.33% from the total respondents, disagreed with the idea, that the communication models and communication practices used by the directorate have not an effective role in accomplishing the organization's mission and responsibilities specially in creating enabling situation for disabilities, and 4 participants declined to comment.

Table 4.4. Respondents’ response on the impact of strategic public relation implementation on the present-day prejudice, stereotypes and discriminations towards people with disability

The present-day prejudice, stereotypes and discriminations towards people with disability are the result of poor implementation of strategic public relation in the City	Responses	Frequency	Percent
	Strongly disagree	-	-
	Disagree	7	5.83
	Neutral	-	-
	Agree	47	39.17
	Strongly agree	66	55
Total		120	100%

The present-days prejudice, stereotypes and discriminations towards people with disability are the result of poor implementation of strategic public relation in the City Administration is another idea given to the respondents on the table 4 above. On the basis of this, 66 participants or 55 % of the respondents confirmed by strongly agreeing with the idea, while 39.17% or 47 respondents agree to go on the same path. On the other side around 7 respondents or 5.3 percent of the respondents disagree with the idea that the present-days prejudice, stereotypes and discriminations towards people with disability are the result of poor implementation of strategic public relation in the City Administration.

Table 4. 5. Respondents’ response on the potential of the public relation directorate in raising influential ideas on disability issues.

The public relation directorate has a limitation in producing influential messages or ideas to address the organization’s vision in communicating disability issues	Responses	Frequency	Percent
	Strongly disagree	-	-
	Disagree	58	48.33
	Neutral	11	9.17
	Agree	35	29.17
	Strongly agree	16	13.33
Total		120	100%

As shown in Table 5 above, the respondents were asked to put their witness on the limitation of the public relation directorate on addressing organization’s vision by using influential messages or ideas

to the public during the implementation of Public Relations activities, especially in the process of making the disability issues accessible to the society.

Around 58 respondents or 48.33 percent from the total participants disagreed and expressed their believe as there was no gap in creating or raising different influential issues concerning on creating enabling situations for disabilities, while 42.5 percent of the participants or 51 respondents confirmed their agreement by expressing as the public relation directorate has a gap in the process of generating influential message or ideas to address the organization’s vision about disabilities and creating enabling situation for disabilities. on the other hands, 11 respondents or 9.17 percent of the total participants could not put their clear-cut responses and they simply preferred to neutral rather than said something.

Table 4. 6. Respondents’ response on the influence of political issues on the day-to-day activities of the directorate on the issue of disability and creating enabling situation for disabilities in the organization

The PR directorate is not free from the political issues and highly influenced during implementation of its day-to-day activities on the issue of disability and creating enabling situation for disabilities in the organization	Responses	Frequency	Percent
	Strongly disagree	-	-
	Disagree	5	4.17
	Neutral	4	3.33
	Agree	52	43.33
	Strongly agree	59	49.17
	Total	120	100%

As we have seen from table 6 above the respondents asked to respond on the idea that the public relation department is not free from the influence of different political issues when it carried out different communication practices in the organization.

According to some respondents’ view the public relation department is not free from the influence of different political issues when it carried out different communication practices in the organization. As indicated above it is strongly confirmed bay 59 respondents or 49.17 percent of the total participants. Around 52 participants or 43.33 percent of the total respondents also expressed their agreement on the issue.

On the other side of the finding 5 respondents or 4.17 percent of the respondents disagree with the idea and respond as they don’t think that the directorate is under the influence of different political issues in the organization during the implementation of its day-to-day activities. 4 respondents also withdraw themselves from responding on the issue of political

impacts that the public relation department faced in its day-to-day public relation accomplishments in the organization specially on the issues of disability and creating enabling situation for disabilities.

Table 4. 7. Respondents’ response on their satisfaction by the service they got during their visit because of the facilities made by the organization’s public relation directorate specially in the concern of disability issues.

	Responses	Frequency	Percent
I am happy with this organization and all its disability concerned activities because of its public relation activities.	Strongly disagree	24	20
	Disagree	37	30.83
	Neutral	12	10
	Agree	47	39.17
	Strongly agree	-	-
	Total	120	100%

As indicated above on table 7 the respondents were asked in order to express their feelings on the services, they got during their visit because of the facilities made by the organization’s public relation directorate; specially on concerns of disability issues.

Around 39. 17% the participants or 47 respondents expressed as they were happy on the services, they got during their visit because of the facilities made by the organization’s public relation directorate. But on the other corners of the finding, 24 respondents or 20% of the participants express their feelings by strongly dis agree with the idea given above. On the same path, around 37 participants or 30.83% of the respondents also refuse the above implication by indicating as they were not happy with the services they got during their visit because of the facilities made by the organization’s public relation directorate.

Table 4.8. Respondents’ response on the integration of the public relations directorate, people with disability, associations and stake holders of the organization on the issue of disability and creating enabling situation for disabilities.

	Responses	Frequency	Percent
There is a long-lasting bond between the public relations directorate, people with disability, associations and stake holders of the organization on the issue of	Strongly disagree	9	7.5
	Disagree	67	55.8
	Neutral	-	-
	Agree	23	19.5

disability and creating enabling situation for disabilities.	Strongly agree	21	17.5
	Total	120	100%

As shown in Table 8 above, the respondents were asked to respond on the integration of the public relations directorate, people with disability, associations and stake holders of the organization on the issue of disability and creating enabling situation for disabilities.

Based on this, 9 participants or 7.5% of the total respondents strongly disagree and 67 respondents or 55.8% of the total respondents confirmed as the integration of the public relation department with stakeholders of the organization was not permanently go with the same tempo. 19.1% or 23 participants responded as they agree with the idea that there is strong integration among the public relations directorate, people with disability, associations and stake holders of the organization on the issue of disability and creating enabling situation for disabilities, while 21 respondents expressed as strongly agreed and indicated that the integration of public relations directorate, people with disability, associations and stake holders of the organization on the issue of disability and creating enabling situation for disabilities is consistent. This accounts 44 respondents or 36.6% of the total respondents.

Table 4. 9. Respondents' response on the implementation of PR models and tools depending on situations to communicate disability issues and create enabling situation for disabilities effectively

The public relation directorate is using and addressing different PR models and tools depending on situations to communicate well disability issues and to create enabling situation for disabilities	Responses	Frequency	Percent
	Strongly	20	16.66
	Disagree	37	30.83
	Neutral	2	1.66
	Agree	61	50.83
	Strongly agree	-	-
	Total	120	100%

As it was expressed in the table 9 above respondents asked their opinion to about the implementation of PR models and tools in the organization whether it is addressing and

communicating the issues of disability effectively on the bases of situations or not; specially in creating enabling situations for disabilities.

According to the above data around 61 respondents or 50.83% of the participants believe that the public relation directorate is using and addressing different PR models and tools depending on situations to communicate well disability issues and to create enabling situation for disabilities. On the other hands, 30.83% of the participants or 37 respondents expressed as they disagree with opinion, while 20 respondents confirmed their extreme disagreement on the outlook that the public relation directorate is using and addressing different PR models and tools depending on situations to communicate well disability issues and to create enabling situation for disabilities.

4.1.3. Document Analysis

The following section of this chapter provides an analysis of the formal aspects of printed materials, like brochure, flayers, press releases, newsletters, magazines, annual plans and reports, documentary samples ...etc. which related to issues of disabilities.

Table 4.10. Documents Related to Disability and Creating Enabling Situations for Disability Issues and their Distribution

		2017 budget year			
Common communication tools	Plan of the directorate in the preparation of the communication tools per	Number of printed materials		Materials with contents related to Disability and Creating Enabling Situations for Disability Issues	
		No	%	No	%
Brochure	12	4	33.3	2	50
Flayers	24	9	37.5	7	77.7
press releases	54	37	68.5	24	64.8
Newsletters	12	3	25	3	100
Magazines	2	1	50	1	100
annual plans and	1	1	100	1	100
documentary	4	3	75	1	33.3
Photo	24	3	12.5	3	100

A random sample of documents was taken in order to ensure proportional representation of disability related issues communicated in a passed and randomly selected one year in the organization.

As we have seen from the above table the preparation of communication tools was already planned by the communication directorate. This plan relays on the number, the contents, the design and layout components. But only the number and the content has got emphasis in these finding.

As we have seen above press release is one of the most important public relations tools which contain factual true and interesting information to its audience and the medium. In our document analysis the researcher tried to dig out the number and the content of the press releases which made per year in the organization.as shown in the above table 37 press releases are made. It accounts 68 percent from the standard expected to be released. The researcher confirmed that 64.8 percent or 24 press releases contain issues about disability. Creating enabling situation for disabilities is raised on one way or another during the release. It was also found during the document analysis that the number of the press releases small in number as compared with the expected standard. But its implementation is still on progress.

Special events, displays & Exhibits are important communication activities in which information dissemination and exchange are made on it. The major domain of government public relation lies in event planning, management, and execution (Chunawalla Sethia 2016: p. 84). The above occasions have also a crucial role in Creating a specific perception of the organization, maintaining contacts with important audiences, showing depth and breadth of organization's operations and Generate inquiries for more information.

The communication tools like brochure, flayers, photo exhibitions and documentary films are important channels which communicate the public and the organization. But as the researcher observed during the document analysis 4 brochures, 24 flyers, 2 annual magazines, 3 documentary films and 24 photo exhibitions are planned to be made by the directorate. But as shown in the above table 1, only 4 or 33.3% brochures, 9 or 37.5 % flyers, 1 or 50 % annual magazines, 3 or 75% documentary films and 3 or 12.5 photo exhibitions are implemented per year.

On the other hand, the content of these communication tools was also analyzed. The researcher found that in 2 or 50% of the brochures, 7 or 77 % of the flyers, magazine and photo exhibitions disability issues and creating enabling situations for dis abilities is raised. Really it is encouraging. Even though we didn't find the documented feedback of the audience the attention which is given the people with disabilities found good. But it needs space and feedback to evaluate its effectiveness.

The issues which rose in these materials are the proclamations on disabilities, duties and responsibilities of the organization on disability, important points on rehabilitation, and interviews with success full people with disabilities, life experience and success of people with disability on different aspects such as education, art, business, leadership, sport and other activities. During our document analysis the researcher tried to observe and analyze the available documents which are important for the complement of the study. As shown on the above table only 33.3% of Brochure, 37.5% Flayers, 68.5% press releases, 25% Newsletters, 50% Magazines, 100annual plans/reports, 75% documentary samples and 12.5% Photo exhibitions are prepared and printed per year. The printing materials we got in the department during our document analysis are very less and far from the standard number.

CHAPTER FIVE

5. SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1. Summary

This research aimed to assess the impacts the public relation directorate **“in creating enabling situation for disabilities”** in the case of Addis Ababa City Administration Bureau of Labor and Social Affairs. In this study the impacts of strategic public relation models and tools in creating enabling situation for disabilities were assessed critically. There have been a number of discussions, which have reflected opinions on the impacts of public relations in creating enabling situation for disabilities. Across the discussions the following summary of findings were found. There have been a number of discussions, which have reflected opinions on the impacts of public relations in creating enabling situation for disabilities. Across the discussions the following summary of findings were found.

In Ethiopia, disability has been conceptualized, explained, and treated in numerous ways. The society’s perception for disability is traditionally stemmed from the religious and social backgrounds. They would not consider them as a useful part of the community. Some think, they are intellectually impaired too. The disabled person him/herself also shares these community’s perspectives and practices (ILO, 1998:29).

As different estimated statistical data indicated that, around 750,000 people with disability are living in Addis Ababa. This accounts 15 percent of the total population. It is not good news for the city administration. Because most of the people who have being living with disability lead their life in disabled situations of un easily accessible services, information, adequate helping materials and community with negative and distorted view for disability. They may face physical, social, economic and/or environmental barriers in their day to day life participation because of this disabling situation which may lead their life towards poverty and hunger.

The Addis Ababa city administration is working to promote activities by which persons with disabilities are actively involved in any developmental and beneficial situations, to avoid negative stereotypes and harmful cultural practices that undermine people with disabilities, to eliminate the socio-economic impacts that people with disabilities faced in their day-to-day

life. (Disabilities Change and Development package of A. A. city Administration, 2015:p.17).

According to Alison Theaker, Public relation has effective capacity to make fruit full and real all the above initiations of the city administration. Because it has a distinctive management function which helps establish and maintain mutual lines of communication for creating a common understanding, acceptance and co-operation between the city administration and its publics; it also involves in the management of problems or issues; by making the management to keep informed on and responsive to public opinion (Alison Theaker ,2001:p,3.).

The researcher tried to find the view of respondents on the role of public relation in creating enabling situation for disabilities. Based on this, around 87 percent of the participants agreed that “effective public relations have a significant role to overcome the stereotypes and wrong attitude of the community towards people with disability and creating enabling situation. On the other hand respondents also approved that the communication models and approaches being implemented by the directorate have their own contribution for the achievements of organization's mission and goals in creating enabling situations for disabilities. Even though 33.3 percent of the respondents expressed as they have doubt.

The causes of the present days prejudice, stereotypes and discriminations towards people with disability are another point that raised in order to assess the respondent’s view. The study found that these causes are lack of awareness and poor implementation of strategic public relation in the City Administration. It was confirmed by 94.1 percent of the respondents in the research. The influence of political situations in the day-to-day professional implementation public relation activities in the directorate was another issue that the respondents invited to reflect their view on. Around 92.5 percent of the respondents believe as there is political interference or intervention in the professional implementation of public relation activities in the directorate.

The respondents also asked to express their view on the consistency of integration among the public relations directorate, people with disability, associations and stake holders of the organization on the issue of disability and creating enabling situation for disabilities. Around 60.8 percent of the respondents are confirmed that as the integration is seasonal. The study

found that the collaboration of the department with stake holders of the organization is seasonal. But the response of 45 percent of the respondents show as it is on progress.

The respondents also invited to elicit their views on the way that the public relations directorate use the public relation models and apply communication tools when it communicates the organization with its public, and their satisfaction with the facilities which made by the public relation directorate during service delivery.

Respondents confirmed that as they believe the directorate uses the public relation models and apply communication tools in a flexible way according to the situation. On the other side 47.5 of the respondents also expressed their view from the opposite corner. These respondents as they don't agree with the proper and flexible implementation of the public relation models and tools. From the above view of the respondents, we can conclude that there is still a huge gap in using the public relation models and tools in a flexible way. According to the finding even though the public relation directorate is working to get all its public through public relation models and tools is encouraging, it has also limitations in using it in a flexible way by taking its customers' life style and background in to consideration. Due to this reason the customers' satisfaction vary based on the implemented public relation models and communication tools they get during the service delivery in the organization.

5.2. Conclusion

Respondents were asked in order to express their views on disability and public relations. Based on this almost all the respondents from PD, SH, STLL express as disability is losing of body parts. And respondent LSAs and HS also express people with disabilities have been subjected to numerous barriers such as, barriers in realizing their equal opportunities, environmental and access barriers, legal and institutional barriers, and attitudinal barriers which cause social exclusion and discrimination because of their disabilities. Almost all respondents believe as exclusion and discrimination that people with disability faced in their day-to-day life experiences can limit their access to social and economic and political opportunities.

The finding also indicates that, still the society view disability as losing a function of body parts. Due to this reason people become disabled or loss their capacity of responding to their environment like people with no disability. The challenges that people with disability faced in their day-to-day life experience because of the disable situations. The respondents believe that there are plenty of Challenges that people with disability faced in their day to day activities in the city administration. They always considered as dependent; most people think that as they can do nothing except begging.

On the other hands the research also found that, the society has awareness about public relations and they think public relations as a process of sharing ideas, informing, or creating a relationship with one another. They also believe that communicating with someone means building trust and relationship. The potential of public relations in reducing the barriers that people with disabilities are facing now. 72.5% of the participants agreed that, public relations has a significant role to overcome the stereotypes and attitude of the community towards people with disability and creating a conducive environment for them to work and benefited like any other society members. 94.2% of the respondents also confirmed that, the present-days prejudice, stereotypes and discriminations towards people with disability are the result of poor implementation of strategic public relation in the City Administration. The respondents agree that, if there was a strong public relations work on the issues of disability and public awareness, the current gaps could be easily reduced.

From the above findings the researcher concludes that, the society has not enough awareness about people with disabilities. The study also indicated that, the implementation of strategic public relation and awareness creation on the issues of disability is still poor. The community still expects nothing from people with disability. They were considered as dependents and can do nothing except waiting for the help of others. Based on this, we can conclude that the public relations has great contributions in creating enabling situation for disabilities and changing the attitude of the society towards people with disabilities, if it has implemented properly and addressed as its mandates of corporate social responsibilities.

The respondents were asked the impacts of public relations models and tools are effective. 63.33 % of the total respondents approved that, the communication models and tools being implemented by the directorate have their own great contribution for the achievements of organization's mission and goals in creating enabling situations for disabilities. But 33.33%

of the respondents not agree with it. From these facts we can conclude that, even though the communication models and approaches being implemented by the directorate have their own great contribution for the achievements of organization's mission and goals in creating enabling situations for disabilities, there are also limitations to be improved by identifying them through continuous assessment.

On the other hand the respondents also expressed their feelings on the implementation of public relations models and tools. As can be seen from the information presented above, most respondents agree that the implementation of strategic public relation and awareness creation on the issues of disability is poor, 94.1% of the participants witnessed that more public relation activities and awareness creation needed to change the attitude of the community to have a better view of people with disabilities and implement effective public relation activities by presenting tangible facts and evidences as disability is not a curse or a scourge; and show the strength and the capacity of people with disabilities as they can do whatever things like any other abled citizen. Based on this, the study indicated that, the organization should continue to strengthen its comprehensive public awareness creation activities; strategic and strong public relations campaigns regarding disability issues and creating enabling situations for people with disabilities at the city level.

The respondents were also asked public relation directorate has a limitation in producing influential messages or ideas to address the organization's vision in communicating disability issues. 58 participants or 48.33% of the respondents disagree with the idea and say there is no gap in generating or raising persuasive ideas or messages in the implementation of public relation practices in the directorate, especially in the process of making disability issues accessible, relatively as the same time, 51 respondents or 42.5 % of the total participants believe as there is a gap or limitation in producing influential messages or ideas when the public relation directorate implement its activities. From these data the researcher conclude that even though the department is efficient in producing persuasive ideas or messages in the implementation of public relation practices in the directorate, especially in the process of making disability issues accessible still weakness are there to be improved.

The respondents were also expressed as the PR directorate is not free from the political interference and highly influenced during implementation of its day-to-day activities on the issue of disability and creating enabling situation for disabilities in the organization. 92.5

percent of the participants confirmed that the public relation department implements all activities under the circumstances of political rehomes that produced or categorized by agenda setters in the organization rather than working professional manner. It is not good news for public organizations. Because the public relations directorate has its own social responsibilities, and ethical boundaries, to serve the public without any interference and discriminations. Even though politics and governments are inseparable, understanding common purposes of governmental public relations related to public affairs would benefit the government's communication (Cutlip, Center, & Broom, 2006).

We can conclude that from the above facts, the public relation directorate is not free enough from different political agendas raised by assigned political leaders in the organization on the aspects its service delivery processes.

The respondents were also asked ether wither they are happy or not in the organization and all its disability concerned activities because of its public relation activities. 50.33 % of respondents were not happy with the mutual lines of communication maintained by the public relation department in the organization. As we have seen the conclusion from the above results it is not good news for the department and the organization too. More than a half of its public was not happy with the situations in the compound. These shows that, even though the public relation department is doing a lot still huge gaps or limitation on creating mutual lines of communication are going on the other way of its journey.

The study also found that the integration of the public relations department and the stakeholders of the organization. 63.3 % of the total respondents were not happy with the integration of public relations directorate, people with disability, associations and stake holders of the organization on the issue of disability and creating enabling situation for disabilities. In contrast, around 44 respondents expressed as there is a consistent relationship among the public relations directorate, people with disability, associations and stake holders of the organization on the issue of disability and creating enabling situation for disabilities. From this point of view, the researcher concludes that still the public relations directorate has integration with stakeholders of the organization. But the activities carried out by the integration of the organization and stack holders is seasonal and the public relation directorate has its own weaknesses in making the integration consistent to create enabling situations for disabilities.

The researcher also found that, the directorate has a limitation in addressing issues of disabilities in a flexible way. 47.5 % of the respondents consider as the public relation directorate is not using the public relation models and tools according to the situation that the concerned targets live in. The researcher concludes that as it is not an easy failure, even though 50.83 percent of the respondents believe that the public relation directorate is using and addressing different PR models and tools depending on situations to communicate well disability issues and to create enabling situation for disabilities.

The research also found that, the directorate has shared activities from the general functions, responsibilities, vision and mission of the organization. Based on this, it carries out the activities included in the plan at different stages. In the organization there are around 13 working units or directorates which are working cooperatively for common success. Its common mission is to support the core divisions of the organization. Although the alignment is not correct, the communication directorate plays a significant role in the success of the mission as it works together with other directorates to achieve the core mission of the organization.

The study also shows the opportunities that the directorate has. In Addis Ababa, various governmental and non-governmental institutions are responsible for social security issues including disability. Such as, Sectors that provide public services, opinion leaders, private sector corporations, mass media, community, civic organizations, non-governmental organizations, and financial institutions are just a few examples. Since the department is working on social security, it should take advantage of the opportunity to expand its services and share the load.

The directorate has also opportunities to share experiences and get special trainings from different organizations like Addis Ababa University and Chi-shier services to have additional experiences and updated service delivering systems.

The researcher also concludes from the above data that, the indicated opportunities are very important advisable if the department use them properly to improve its limitations.

The study also found that, a number of challenges in the directorate's day to day operation. Politicization of the public service, hesitation, biasness, lack of man power, support in terms of training, lack of focus On Consistency, high officials' interference, lack of information,

lack of managerial support for public relations practitioners, poor perception of the public for government communication, less emphasis to develop the profession are the most common challenges in government public relation departments are the most common challenges for the directorate.

The findings also indicated that, Communication is still a growing sector in the country; there is a huge gap in understanding and strengthening its importance at the organizational level. As an organization, there is a wide gap to fully participate the directorate in each of the activities of the organization; less focus is given from the top management to the lowest level staff on the field and recognizing its social impact. For many, communication is nothing more than a stage promotion and capturing a meeting photo. This has reduced the directorate's capacity in terms of manpower, resources and training. The fact that the directorate has not been strengthened in this way will inevitably can be a major challenge to its effective implementation.

5.3. Recommendations

This study tried to see to what extent the public relation directorate is contributing to create enabling situation for disabilities in Addis Ababa City Administration Bureau of Labor and Social Affairs. The important roles of the public relation directorate in creating enabling situation for disabilities are confirmed by the findings above. But the study also conclude that the directorate has still some gaps in the implementation public relation models and practices in general and in creating enabling situation for disabilities in particular. In order to overcome these gaps the researcher recommends the following points below.

- In order to create enabling situations for disabilities the PR must exercise all its duties & responsibilities on the bases of introducing the direct policies and programs of the city administration on disability issues. To do these effectively the directorate should improve its service delivery facilitations, limitations of creating influential or convincing message, addressing the messages in a very flexible and situation based manner.
- And also it should be committed enough to establish and maintain mutual lines of communication, stakeholders relation, to influence the management of the organization ,reduce the political situations' interference by playing its managerial

- role properly, to create a common understanding between the organization and its public, to develop the acceptance and co-operation of the organization and to help the management to keep informed on and responsive to public opinion;
- Public relations tools implemented by public sector's public relations departments serve as to have two-way communications with the target audiences or customers. Based on the very nature of activities and different target group, various tools can be used (Banik, 2004:76). As it is found in the research the directorate has gaps in using different public relation models and tools in a flexible way. Since disability is becoming a serious human right issue and the City Administration is working to promote activities by which persons with disabilities are actively involved in any developmental and beneficial situations, the directorate should use different public relation models and PR tools according to the situation and the nature of its target audiences.
 - Distributing flyers brochures, news letters on meetings or panel discussion is not an effective communication activity by itself. In order to create enabling situations for disabilities and promote the involvement of people with disabilities in development and beneficial situations, mutual lines of communication should be maintained, common understandings should be created among the organization and its public, cooperation with stock holders should be strengthen in a very consistence manner by using this communication models and tools.
 - The study has assessed only the impacts or contribution of public relations in the aspects of creating enabling or conducive situations for disabilities. Hence it is important that other researchers look in to the impacts of public relation on other aspects in the organization.
 - It should also find possible opportunities exercise them strategically to develop its corporate social responsibilities properly.

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5.5. Appendix

5.5.1. Appendix I

Interview Questions

Introduction

I am Tammiru Mekit public relations post graduate student in Addis Ababa University; the school of journalism and Communication. I am conducting this research for partial fulfillment of the requirements for my second degree in journalism and communication.

The research focuses on the impact of public relation in creating enabling situations for disabilities. It will provide valuable indication to the public relations field, the current public relations situation, as well as organizations working on disability issues, especially which focuses on creating enabling situations for disabilities.

If you could please take a few minutes to answer the following questionnaire, your responses will be greatly appreciated. The success of this survey depends on the cooperation of respondents like you. All responses will remain confidential, and there will be no attempt made to contact you personally. Your identity will not be included as part of the data.

1. What do you know about disability in general?
2. What challenges that people with disability faced in their day to day life experience because of disable situations
 - 2.1. What do you think is the cause of prejudice, stereotype and discrimination towards people with disabilities?
 - 2.2. What are the solutions which have a potential to change this disable situation in to enabling situation for disabilities
3. What do you know about public relation in general?

How effective public relation activities can play an important role in creating enabling situation for disabilities?

 - 3.1. How the PR practitioner's awareness can be explained concerning on the issues of disability and creating enabling situations for disabilities in the organization?
 - 3.2. Which models and PR tools does the directorate use whenever it implement its activities related to disability issues, especially activities which focus on creating enabling situations for disabilities?

- 3.3. How these selected Strategic PR formats and tools are addressed to play an important role in creating enabling situations for disabilities?
4. Do you think the selected Strategic PR formats and tools are effective to hit the expected target of the organization on issues of creating enabling situation for disabilities?
- If your answer is YES state your reasons
- If your answer is NO what is wrong with it
5. How is the directorate working jointly with internal and external stakeholders who have been working on creating enabling situations for disabilities?
- 5.1. How long do you think their integration is consistent?
6. To what extent the PR department exercising its mandate of managerial and influential role in promoting the issue of disability in the context of the organization's vision, mission, policies and strategies?
7. What are the opportunities and the challenges that the PR department has in communicating issues of disability and creating enabling situations for disabilities in the organization?

5.5.2. Appendix II

Questioners for quantitative data

Introduction

I am Tammiru Mekit public relations post graduate student in Addis Ababa University; the school of journalism and Communication. I am conducting this research for partial fulfillment of the requirements for my second degree in journalism and communication.

The research focuses on the impact of public relation in creating enabling situations for disabilities. It will provide valuable indication to the public relations field, the current public relations situation, as well as organizations working on disability issues, especially which focuses on creating enabling situations for disabilities.

If you could please take a few minutes to answer the following questionnaire, your responses will be greatly appreciated. The success of this survey depends on the cooperation of respondents like you. All responses will remain confidential, and there will be no attempt made to contact you personally. Your identity will not be included as part of the data.

Please indicate your level of agreement with the following statements by circling your selection from the given alternatives from.

1. Effective public relation has an effective role in creating enabling situations and can change the attitude of the society to wards people with disability.
A. Strongly disagree. B. Disagree C. neutral D. Agree. E. Strongly agree
2. The selected Strategic PR formats and tools are effective to hit the expected target of the organization on issues of creating enabling situation for disabilities
A. Strongly disagree. B. Disagree C. neutral D. Agree. E. Strongly agree
3. The present-day prejudice, stereotypes and discriminations towards people with disability are the result of poor implementation of strategic public relation in the City Administration.
A. Strongly disagree. B. Disagree C. neutral D. Agree. E. Strongly agree
4. The public relation directorate has a limitation in raising influential ideas in communicating disability issues
A. Strongly disagree. B. Disagree C. neutral D. Agree. E. Strongly agree
5. The PR directorate is not free from the political issues and highly influenced during implementation of its day to day activities on the issue of disability and creating enabling situation for disabilities in the organization
A. Strongly disagree. B. Disagree C. neutral D. Agree. E. Strongly agree
6. I am happy with this organization and all its disability concerned activities because of its public relation activities.
A. Strongly disagree. B. Disagree C. neutral D. Agree. E. Strongly agree
7. There is a long-lasting bond between the public relations directorate, people with disability, associations and stake holders of the organization on the issue of disability and creating enabling situation for disabilities.
A. Strongly disagree. B. Disagree C. neutral D. Agree. E. Strongly agree
8. The public relation directorate is using and addressing different PR models and tools depending on situations to communicate well disability issues and to create enabling situation for disabilities.
A. Strongly disagree. B. Disagree C. neutral D. Agree. E. Strongly agree

5.5.3. Appendix III

Document Analysis

Documents Related to Disability and Creating Enabling Situations for Disability Issues and their Distribution

	Standard of printing as a bureau of the city administration per year	Number of printed materials		Materials with contents related to Disability and Creating Enabling Situations for Disability Issues	
		No	%	No	%
Brochure	12	4	33.3	2	50
Flayers	24	9	37.5	7	77.7
press releases	54	37	68.5	24	64.8
Newsletters	12	3	25	3	100
Magazines	2	1	50	1	100
annual plans and reports	1	1	100	1	100
documentary samples	4	3	75	1	33.3
Photo exhibitions	24	3	12.5	3	100

5.5.4. Appendix IV

የኪንቲታቲቭ መረጃ ማሰባሰቢያ መጠይቆች

ስሜ ታምሩ መክት ይባላል። በአዲስ አበባ ዩኒቨርሲቲ በሕዝብ ግንኙነት እና ጋዜጠኝነት የትምህርት ክፍል የሕዝብ ግንኙነት የድህረ ምረቃ ፕሮግራም ተማሪ ነኝ። መደበኛ የትምህርት ፕሮግራሙን በማጠናቀቅ የሁልትኛ ዲግሪ ትምህርቱን ለማጠናቀቅ የማሙያ ጥናት በማክናውን ላይ አገኛለሁ። የጥናቴ ርዕስ ለአካል ጉዳተኞች አስቻይ ሁኔታዎችን ከመፍጠር አንጻር የሕዝብ ግንኙነት ሚና ምን ያህል ነው የሚል ሲሆን ጥናቴ ይሚያተኩረው በአዲስ አበባ ከተማ አስተዳደር በተለይም በአዲስ አበባ ከተማ አስተዳደር ሰራተኛና ማህበራዊ ጉዳይ ቢሮ ላይ አትኩሮ የሚዘጋጅ ነው። ይህ ጥናት ሲጠናቀቅ ለህዝብ ግንኙነት መስክ ልተሰማሩ ተቁዋማት እና ባለሙያዎች፣ አሎናዊው የህዝብ ግንኙነት አንቅስቃሴ እና በአካል ጉዳተኞች ተጠቃሚነት ላይ አትኩረው ለሚሰሩ ተቁዋማት የሕዝብ ግንኙነትን ተጠቅመው በተለይም ለአካል ጉዳተኞች አስቻይ ሁኔታዎችን ለመፍጠር ከመስራት አንጻር ያለውን ፋይዳ ያሳያል የሚል አምነት አለኝ።

ይህን መጠይቅ ሞልቶ ለመመለስ ካለዎት ውድ ጊዜ ጥቂቱን ስለሰጡኝ አስቀድመን አመሰግናለሁ። ለትብብርዎ እና ቀና ምላሽዎ ከወዲሁ ያለኝን ክፍ ያለ ክብር አየገለጽኩ ምላሽዎም ለጥናቴ ስኬትም ሆነ ለአካል ጉዳተኞች ተሳትፎና ተጠቃሚነት ያለውን ፋይዳ እንዲገነዘቡልኝ በትህትና እጠይቃለሁ። ምላሽዎ በአስተማማኝ ሁኔታ በሚስጥር አንደሚያዝ እና የሚስጡት መረጃ ከግላዊ ስብአናዎም ሆነ ማንነትዎ ጋር በፍጹም ግንኙነት አንደማይኖረው ከወዲሁ ተረድተው ለዚህ ጥናት ስኬት የበኩልዎን ስላበረከቱ አመሰግናለሁ።

1. ጠንካራ የህዝብ ግንኙነት ሥራ ለአካል ጉዳተኞች አስቻይ ሁኔታዎችን በማመቻቸት ሂደት ውስጥ ጉልህ አስተዋጽኦ አለው

- 1. በፍጹም አልስማማም
- 2. አልስማማም
- 3. ምላሽ ከመስጠት

ገለልተኛ ነኝ

- 4. እስማማለሁ
- 5. በጣም አስማማለሁ

2. በተቋሙ የኮሙኒኬሽን ዳይሬክቶሬት በየአለቱ የሚጠቀሙባቸው የህዝብ ግንኙነት ሞዴሎች እና አግባቦች ተቋሙ አካል ጉዳተኞችን በተመለከተ ለያዘው ዓለማ ስኬት የተዋጣ ጥቅም አላቸው፤

7. በተቋሙ ባለድርሻ አካላት እና በተቋሙ መካከል በተለይ ለአካል ጉዳተኞች አስቻይ ሁኔታዎችን ከመፍጠር አኳያ ጠንካራ እና ቀጣይነት ያለው የሁለትዮች ትብብር ሥራን ማረጋገጥ አስችሏል፤

- 1. በፍጹም አልስማማም
- 2. አልስማማም
- 3. ምላሽ ከመስጠት ገለልተኛ ነኝ

- 4. እስማማለሁ
- 5. በጣም አስማማለሁ

8. የተቋሙ ህዝብ ግንኙነት ዳይሬክቶሬት በየግዜው የሚያዘጋጃቸውን አካል ጉዳተኞችን የተመለከቱ የህዝብ ግንኙነት ሥራዎች የማህበረሰቡን ነበራዊ ዉኔታ ባገናዘበ መልኩ እንዲዘጋጁና የተለያዩ አማራጮችን በመጠቀም ተደራሽ እንዲሆኑ ያደርጋል፤

- 1. በፍጹም አልስማማም
- 2. አልስማማም
- 3. ምላሽ ከመስጠት ገለልተኛ ነኝ
- 4. እስማማለሁ
- 5. በጣም አስማማለሁ

5.5.5. Appendix V

የኪሊታቲቭ መረጃ ማሰባሰቢያ መጠይቆች

ስሜ ታምሩ መክት ይባላል። በአዲስ አበባ ዩኒቨርሲቲ በሕዝብ ግንኙነት እና ጋዜጠኝነት የትምህርት ክፍል የሕዝብ ግንኙነት የድህረ ምረቃ ፕሮግራም ተማሪ ነኝ። መደበኛ የትምህርት ፕሮግራሙን በማጠናቀቅ የሁልትኛ ዲግሪ ትምህርቴን ለማጠናቀቅ የማሙያ ጥናት በማክናውን ላይ አገኛለሁ። የጥናቴ ርዕስ ለአካል ጉዳተኞች አስቻይ ሁኔታዎችን ከመፍጠር አንጻር የሕዝብ ግንኙነት ሚና ምን ያህል ነው የሚል ሲሆን ጥናቴ ይሚያተኩረው በአዲስ አበባ ከተማ አስተዳደር በተለይም በአዲስ አበባ ከተማ አስተዳደር ሰራተኛና ማህበራዊ ጉዳይ ቢሮ ላይ አትኩሮ የሚዘጋጅ ነው። ይህ ጥናት ሲጠናቀቅ ለህዝብ ግንኙነት መስክ ልተሰማሩ ተቋዋማት እና ባለሙያዎች፣ አሑናዊው የህዝብ ግንኙነት አንቅስቃሴ እና በአካል ጉዳተኞች ተጠቃሚነት ላይ አትኩረው ለሚሰሩ ተቋዋማት የሕዝብ ግንኙነትን ተጠቅመው በተለይም ለአካል ጉዳተኞች አስቻይ ሁኔታዎችን ለመፍጠር ከመስራት አንጻር ያለውን ፋይዳ ያሳያል የሚል አምነት አለኝ።

ይህን መጠይቅ ሞልቶ ለመመለስ ካለዎት ውድ ጊዜ ጥቂቱን ስለሰጡኝ አስቀድመን አመሰግናለሁ። ለትብብርዎ እና ቀና ምላሽዎ ከወዲሁ ያለኝን ከፍ ያለ ክብር አየገለጽኩ ምላሽዎም ለጥናቴ ስኬትም ሆነ ለአካል ጉዳተኞች ተሳትፎና ተጠቃሚነት ያለውን ፋይዳ እንዲገነዘቡልኝ በትህትና እጠይቃለሁ።

ምላሽዎ በአስተማማኝ ሁኔታ በሚስጥር አንደሚያዝ አና የሚስጡት መርጃ ከግላዊ ስብአናዎም ሆነ ማንነትዎ ጋር በፍጹም ግንኙነት አንደማይኖረው ከወዲሁ ተረድተው ለዚህ ጥናት ስኬት የበኩልዎን ስላበረከቱ አመሰግናለሁ።

1. ሥላ አካል ጉዳተኞች እና አካል ጉዳተኝነት ምን ያህል ያውቃሉ ?
2. አካል ጉዳተኞች በተል በአዲስ አበባ ከተማ ውስጥ ሲኖሩ በዕለት ተዕለት ህይወታቸው ውስጥ ምን ምን አስቸጋሪ ነገሮች ይገጥሟቸዋል?
 - 2.1.አካል ጉዳተኞች በዕለት ተዕለት የህይወታቸው ውስጥ የሚገጥሟቸው መገለል አለመፈለግ እና ጥገኛ ወይም ተረጿ ሆኖ መታየት ምክንያቶቹ ምንድናቸው ብለው ያስባሉ ?
 - 2.2.ለአካል ጉዳተኞች አስቻይ ሁኔታዎችን ለመፍጠር እና አስቻይ ያልሆኑ መሰናክሎችን ለማስወገድ መፍትሄው ምንድነው ብለው ያምናሉ
3. ሥላ ህዝብ ግንኙነት ወይም ኮሙኒኬሽን ምንነትና ፋይዳው ምን ያህል ያውቃሉ ?
 - 3.1. የህዝብ ግንኙነት ለአካል ጉዳተኞች ምቹ እና አስቻይ ሁኔታዎችን ከመፍጠር አንፃር ያለውን ሚና እንዴት የረገፈጡታል?
 - 3.2.በአካል ጉዳተኝነት እና ለአካል ጉዳተኞች ምቹ ሁኔታን ከመፍጠር አኳያ የተቋሙ የህዝብ ክንፍነት ዳይሬክቶሬት ባለሞያዎች ያላቸው ግንዛቤ ምን ያህል ነው?
 - 3.3.በተቋሙ የህዝብ ግንኙነት ዳይሬክቶሬት ለአካል ጉዳተኞች አስቻይ ሁኔታዎችን ከመፍጠር አንፃር የትኞቹ የህዝብ ግንኙነት አግባቦች እና ሞዴሎች ይበልጥ ጥቅም ላይ እየዋሉ ነው ብለው ያስባሉ?
 - 3.4.እነዚህ የህዝብ ግንኙነት ሞዴሎች እና የኮሙኒኬሽን አግባቦች አካል ጉዳተኝነትን በተመለከተ ግንዛቤ ለመፍጠር እና ለአካል ጉዳተኞች አስቻይ ሁኔታዎችን ከመፍጠር አኳያ እንዴት ተደራሽ እየሆኑ ነው?
 - 3.5.እነዚህ የጠመረጡ የህዝብ ግንኙነት ሞዴሎች እና አግባቦች ተቋሙ የተጣለበትን ኃላፊነት እንዲወጣ እና ተልዕኮውን እንዲያሳካ የጎላ ሚና እየተጫወቱ ነው ማለት ይቻላል?
 - መልስዎ አዎ ከሆነ ምክንያታዎን ያስቀምጡ
 - መልስዎ አይ ከሆነ ሚናቸውን እንዳይወጡ ያደረጓቸውን ምክንያቶች ናቸው የሚሏቸውን ይግለጹ

4. በተቋሙ ባለድርሻ አካላት እና በተቋሙ መካከል በተለይ ለአካል ጉዳተኞች አስቻይ ሁኔታዎችን ከመፍጠር አኳያ ጠንካራ እና ቀጣይነት ያለው የሁለትዮች ትብብር ሥራን አጠናክሮ አማስቀጠል አኳያ የህዝብ ግንኙነት ዳይሬክቶሬቱ ሚና እዴት ይገለጻል?

- የሁለትዮሽ የትብብር ሥራው ወጥነት ላይ ያለዎት አስተያየት ምንድነው?

5. የተቋሙ የህዝብ ግንኙነት ዳይሬክቶሬት በተቋሙ ያለውን አስተዳደራዊ ተፅእኖ ፈጣሪነት እና የማማከር ሚና እንዴት እየተወጣው ነው ማለት ይቻላል ?

6. የተቋሙ የህዝብ ግንኙነት ዳይሬክቶሬት በተለይ ተቋሙ አካል ጉዳተኞችን ተጠቃሚ የሚያደርጉ እና ለአካል ጉዳተኞች ምቹ ሁኔታዎችን መፍጠር ያስችላሉ ብሎ የያዘውን ዓላማና ግቦች ከማሳካት አኳያ የሚጠበቅበትን ድርሻ ሲወጣ ያሉ ምቹ ሁኔታዎች እና የሚገጥሙት ተግዳሮቶች ምን ምንድናቸው ብለው ያስባሉ?