



ADDIS ABABA UNIVERSITY
SCHOOL OF JOURNALISM AND COMMUNICATION
DEPARTMENT OF PUBLIC RELATION AND STRATEGIC
COMMUNICATION

THE PARTICIPATION OF WOMEN PUBLIC RELATION
PROFESSIONALS AND MANAGERS IN FIVE SELECTED
ETHIOPIAN FEDERAL GOVERNMENT ORGANIZATIONS

By
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The Participation of Women Public Relation Professionals and
Managers in Five Selected Ethiopian Federal Government
Organizations

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DECLARATION

I declared that this thesis is my original work and has not been presented For MA and other purpose in any university or college all use for this study full acknowledges

Signature

The Participation of Women Public Relation Professionals and Managers in Five Selected Ethiopian Federal Government Organizations

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Abstract

The research is conducted in Addis Ababa city on the federal institution of the communication affairs finance and economy cluster, infrastructure cluster and Agriculture and industry cluster. This research tries to examine the participation of women in public relation professionals as well as managers in federal government organization with case study of five selected federal institutions. Data were collected from Ethiopian Government Communication Affairs an in-depth interview conducted with senior manager about policy in order Studies indicated some factors, for instance, a study by Darare (2007) on the impact of income earning on the decision making power of women in the household. But Darare did not look into factors affecting women participation in the public relation position as an expert and managerial level. Here the research tried to answer the research question; what are the factors that affect women participation in PR position? What are the possible solutions and recommendation? The main objectives of this study is to examine the major factors affecting women participation in PR position in federal government office with specific reference office selected cluster . The researcher followed the qualitative research method. To select the clusters and the institutions researcher used simple random sampling technique with lottery system. In selected clusters there are five institutions with 34 public relation staff members in a composition of six female and 28 male. To select the samples purposive sampling technique is applied.

According to the response of interviewee and focused group discussion and observation of the five year trend analysis the researcher found out unbalanced gender composition. The participation of woman in the communication affairs cannot be seen because of different factor threatened in the entire report. In general the researcher find out the participation of Women in public relation is very low with the supporting data in the entire research report. There are 161 Federal institutions and have 499 public relation professionals, of which 122 female and 377 male professionals and heads. Among the total population 24.4% are female 75.6. Women participation in the public relation position is affected by different factors. Among these factors; educational background, culture, and organizational environment are mentioned. Ethiopian civil service minister gender based regulations are examined. There is a gap between the regulation and the practice. So the government should work on people's attitude.

ACRONYMS

GCAO	Government communication Affairs office
ELPA	Ethiopian Light power Authority
EEPCO	Ethiopian Electric Power Corporation
CEO	Chief Executive Officer
EEP	Ethiopian Electric power
MOME	Ministry of Mines and Energy
EIGS	Ethiopian institute of Geological Survey
FCSC	Federal Civil Service Commission
BPR	Business proses Engineering
GSE	Geological Survey of Ethiopia
PR	Public Relation
FGD	Focus Group Discussion

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CHAPTER ONE

1.1 Background of the Study

The origin of the public relations field can be traced back more than 1,000 years. The use of its basic concepts can be seen throughout history, and increased in the 19th and 20th centuries. Until the mid-1900s, the field was largely comprised of men. World War II spurred the beginning of the feminization process, which caused public relations to experience a large arrival of women. The number of female practitioners has since continued to increase. Even though feminization occurred and the field is now largely female-dominated, female practitioners experience a wide variety of gender inequalities in social, professional and economic areas. (Rakow and Nastasia 2001, p. 260)

The feminist public researcher's started examining disparities faced by women in pay work roles and promotion. Despite the number of women employed and attempted to assert the feminization of this carrier was not synonymous with its decay. Since other occupations in which women predominate, such as nursing teaching are viewed as less prestigious and less valuable than those men predominated such as science or engineering .(Rakow and Nastasia 2001, p. 260)

In Ethiopia, women participation in public leadership as well as public relation is limited it is because of attitude culture and social values given to woman. In order to improve the participation of women in leadership in Ethiopia, government derives different policies, rules and regulations. A policy formulated by the existing (FDRE) government is expected to play a significant role in facilitating, conditions to speeding up of equality between men and women in order to let women participate in the social, economic and political life. Women's roles and participation in decision making positions and their enjoyment of their fruits and benefits of development on equal basis with men were emphasized in the content of the national policy. (Ethiopian Constitution, 1995.)

This study is the participation of women public relation professionals and managers in five selected Ethiopian Federal Government Organizations. It focused on the factors affect the participation women in PR

1.2 Statement of the Problem

Conducting a research on factors challenging women's participation on the public relation position is very important not only for the institution but also for the country as a whole. In order to minimize the inequalities of women and men in every aspect, the constitution FDRE that was adopted in 1995 provides equal rights for women under article 35(1) and it also recognizes the effect of the earlier period inequality of women and provides positive measures to alleviate the problems (Ethiopian Constitution, 1995.)

Studies also indicated some factors, for instance, a study by Darare (2007) on the impact of income earning on the decision making power of women in the household and its contribution to the well-being of children as well as household members pointed out that the negotiating power of women in the decision making process is influenced by the gendered ideologies in addition to their income contribution. But darer did not look into the women's participation in public leadership positions and decision making in public sector rather focused on women's decision making role in household. So in this research the researcher tried to investigate factors affecting women participation in the public relation position as an expert and managerial level.

The study undertaken to the micro level of analysis of different factors and variables in federal government's office with special consideration of the government communication affairs in finance and economy cluster, Agriculture and industry and infrastructure clusters .Based on the above facts, this study planned to identify the major factors which affect participation of women PR both professional and managerial level in federal institutions.

1.3 Basic Research Questions

According to government communication Affairs data there are 499 public relation professionals, of which 122 female and 377 male professionals and heads. Among the total population 24.4% are female 75.6.Women practitioners. This research answers the following research questions.

What are the factors that hinder female representation in public relation?

What are most serious problems?

What does the representation of female and male PP staff looks like?

What are the possible solutions and recommendation?

1.4 Objective of the Study

1.4.1 General Objectives

The main objectives of this study is examining the major factors affecting women participation in PR position in federal government offices with specific reference of office of Communication affairs and selected institutions.

1.4.2 Specific Objective

To encourage women's participation in the sector,
Motivate women to acquire different managerial positions and
To recommend the possible solutions for identified problems

1.5 Limitation of the Study

This research is conducted only in federal government office because the government has well established structured while conducting this study the researcher face different difficulties which affect the activities. In order to reduce limitation the researcher used data of federal government communication office and lobby public relation practitioners in order to make them interested in the research.

1.6 Significance of the Study

The significance of this study is to provide ideas for administrators, planning authorities and societies regarding the major obstacles in promoting women's participation in in the field both in manager and expert level and find out possible remedies for identified problems. The studies also pave the way for next studies in the area and contribute as a reference document for future studies

1.7 The Scope of the Study

In spite of assessing the factors affecting women participation as a whole in a country, this research is conducted in federal offices of Ethiopia in communication affairs which are diversified in cluster. Federal government communication affairs starts assigned and control federal institution regarding Public relation 2001 E.C. Therefore this study looked analysis of women participation from 2001 till now revised with in selected clusters.

although the topic major factors which affect female participation in public relation and how they could sustain leadership position in PR, the study does not address all factors rather if focuses on the major factors. The study also delimited on the selected public organization (institution and professional's in selected federal institution.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

In this chapter the researcher tried to cover general overview of the history and definition of public relation defined by different scholars and feminist theory of public relation public relation based on many source and books. This chapter also tried to explore public relation in the Ethiopia situation and public service gender focused policy, different rules regulations and declarations.

2.1 History of Public Relation and Definition

There is no universally agreed definition and date of origin about public relation. Some Saied public relation originated back to Pericles' reign over Athens from 461 to 429 B.C. (Guth & Arsh, 2000). Historians tend to disagree regarding who coined the phrase "public relations," many contending that Thomas Jefferson was the first to combine the terms "public" and "relations," while others hold that it was created by Dorman Eaton in his address, titled "The Public relations and Duties of the Legal Profession," to the 1882 Yale University School of Law graduating class (Newsom, Turk & Kruckeberg, 2000; Smith, 2011).

Although various scholars around the world attempted to define and come up with clear concept of what public relation is; there is no internationally agreed definition of what exactly public relation is about.

The American scholars define what public relations in the 1970s. Public relation is a profession which is part of social science that serves as bridge among customers and organizations. Other scholar's also define "Public relation is a profession or practice of creating good will of organizations, various public like customers, employees", others and usually through publicity. Public relation is the discipline of social science which looks after reputation, with the aim of earning understanding and support and influence opinion and behavior. It is the planned and sustained efforts to establish and maintain goodwill and mutual understanding between an organization and its public.

Public relations are the management function that identifies, establishes and maintains mutually beneficial relationships between an organization and the various public on whom its success or failure depends. (cutlip, Center and Broom (2000: p 4): etc

Ivy Lee defined public relation saying, Public relations means the actual relationship of the company to the people and that relationship involve more than talk. Public relations is a distinctive management function which helps establish and maintain mutual lines of communication, understanding, acceptance and co-operation 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 ethical communication techniques as its principal tools.(Harlow, quoted in Wilcox et al. 2003: 7)

2.2 The early Days of Women in Public Relations

In light of the rising number of women in the field today, it is important to understand the strides made by public relations' female pioneers (Gower, 2001). Gower says women were initially accepted into the profession because it was a new field with few entry barriers. One reason for this trend was that the field did not have the same institutional barriers as other professions, such as law and medicine (only men were allowed in law and medical schools). To offer further context, the feminization of public relations is credited to World War II. Public relations were a new field that developed during wartime. With men off at war, unable to shape and fill the majority of public relations jobs, women had greater access to positions in the field (Gower, 2001). As the profession matured, however, top management positions became male-dominated, despite a growing number of women in the field. While public relations developed into a feminized field, it continues to resemble the typical social hegemony of male leadership. But how did this happen?

The Emergence of feminism in public relation has three waves. It describes the approach and the then situation. The first wave is from 1850-1950 that is survey movement the second is movement is from 1960- 1980 it was women's wright movement the third is wave of micro politics that is from 1990-on going .

2.3 Feminist Theory of Public Relations

The Feminist public relation researchers have been concerned about the status of women as professional's practitioners. They have been concerned about numbers of women and men in public relation practice. Discipline salaries and responsibilities glass ceilings ” between woman and man that block women from moving to senior public relation position. They have argued for feminist values in to public relation practice.

The feminist public researcher's started examining disparities faced by women in pay work roles and promotion. Despite the number of women employed and attempted to assert the feminization of this carrier was not synonymous with its decay. Since other occupations in which women predominate , such as nursing teaching are viewed as less prestigious and less valuable than those men predominated such as science or engineering .(Rakow and Nastasia 2001, p. 260)

Feminist analysis of PR emerged in the late 1980s, as the number of women in the profession exceeded the number of men for the first time. Today, 70% of PR practitioners in most western nations are women. Although the number of women exceeds men, lacks the coherence they are in experts position and few in managerial position. (Rakow and Nastasia, 2001, P. 248)

Despite the fact that predominantly female profession, studies have repeatedly found gender difference in salaries, salary expectations, hiring perceptions and representation at management level (Grunig 2001; Aldoory and Toth 2002 p 104).

Feminist analyses of the profession have focused in particular on the reasons for this imbalance as well as on feminist interpretations of PR activity. Findings have emphasized the role of stereotypes shaping perceptions of both female practitioners and PR as a feminized profession, the role of most women as technicians and the relatively low status of that role in the organization structure;

more limited support for women and more limited access to informal organizational networks and a lack of mentors. (Ralph & Yeomansp 2001; 161)

One critique of communications research that addresses feminist perspectives and gender roles is that large parts of the scholarship are missing or distorted. Gender roles are "the set of arrangements by which a society transforms biological sexuality into products of human activity, and in which these transformed needs are satisfied" (Reiter, 1975). In other words, society sets a standard where the type work we do is based on biology. Women perform certain active times based on their sex

Men perform certain activities based on the fact that they are men (.Jannus 2008:p5)with Dorothy smith, we then provide an example of employing feminist theory not only in the understanding but also in the problems of the social realm, by conceiving a sociology for women and ultimately for people, by identify the “mother tongue” and the phenomenon of “bifurcated consciousness.” by examining the “relations of ruling” and the “circle of men,” and by developing “institutional ethnography” as a methodology for change. The analysis of feminist theoretical positions and of Dorothy Smith’s work at the intersection of such positions enables us to see that concerns expressed to date about women and public relations have been concerns about the lives of women in public relations rather than concerns about public relations in the lives of women.

2.3.1 Liberal Feminism

Liberal feminist theory stems from liberal political philosophy, viewing laws and politics as the way in which women can achieve equality. This perspective argues that all humans possess natural rights, but only men have been granted these rights. Liberal feminists question equality in organizations and use this as a frame from which they critique the system (Wanaca-& Tompkins, 1998). Liberal feminists offer a two-fold solution towards achieving equality: women should enter the male-dominated work force and secure positions of power. Marxist/social feminists focus on class (Zoonen,1996). That is equal right between men and women the implication is equal distribution for roles and equal payment for the same role.

Radical feminism has been commended as a trend and influenced with emotional and intellectual energy pointing at contradiction with liberal feminism and problematizing gender and patriarchy, it has been critiqued for failing to theorize the relationship between patriarchy and capitalism/imperialism and to construct pluralist category for women (Thompson, 2001). women's oppression as being grounded in reproduction and sexuality. They call for women and to remove themselves from men so they can realize their full potential (Wanaca-Thibault & Tompkins, 1998). Psychoanalytic feminists argue women's nature is socially constructed. More recent perspectives include postmodern, existential, women of color, and cultural feminists. These more recent perspectives examine how the "other," not just women, face unequal treatment. It describes the superiority women's value and qualities than masculine

2.3.2 Socialist Feminism

Socialist feminism denotes any intellectual political perspective sympathetic to both Marxism and Feminism. It is social justice for men and women from lower social class are exploited by the upper relation in equalities. Implication in PR is rebalanced power relation between men and women profession balanced .Socialist feminism have a critiqued liberal feminists for seeking to improve the "situation of middle and upper middle class women by affording them somewhat greater opportunities for career mobility" (Shelton and Agger P,27 1993) Radical feminism argued for that women subordination in the household somehow prior more important than their subordination in the paid labor force.(Shelton and Agger P,27 1993).

Social feminism has been critiqued primarily for women discussing only through relation of production and reproduction, I "woman" as laborer and ignoring women's diver's profiles (Lan and Diana 2001)

Post-modernist feminism mentioned that what do women in political social and economic structure – social change in through micro politics. It suggests that the disappearance of authenticity where as radical feminists asserts the value of women authenticity (Greed, 1987) .post-modernist feminist approach multiple forms of exploitation whereas socialist feminist concentrates on exploitation through labor (fraser & Nicholason 1990). Post-modernist feminism allows women to talk about gender, oppression, freedom, and personal politics while avoiding essentialism.

2.3.3 Multi-Cultural Feminism

Feminist theories assumes a universal category of woman and a problematic sisterhood among women and that takes witness for granted thought its theory and practice. Women's identities correspond a plurality of color's, culture and voice rather than reflection of an unreflective standpoint of witness need to be eradicated, social injustices is the combination of sexism racism. Multi-cultural feminism public relation theory expected to account inheritance of witness to and the Consequence of racism for public relation remains to produce

2.3.4 Post-Colonial Feminism

Post-colonial Feminism draw on Marxism in their analyses of hegemonic strategies utilized by imperialists force to exploit the 3rd world women's and postmodernism their examination of grand narratives employed by colonial powers to mystify the 3rd world women's (Lana & Diana P 258) post-colonial feminism also states that general colonial system , forms of hegemony ,should be overthrown **Women's identity are shaped by women positioning as "other" and of 3rd world women's as "ultimate others"** power relation namely strategies for representing and exploiting 3rd world women's women need to be addressed , social injustice consists of the use marginal specialty of 3rd world women's in colonial patriarchies and social change should be arise from subaltern speech (Lana & Diana P 260)

2.4 Gender Discrepancies in a Gendered Profession

Gender is learned and acquired for individuals from family peer's cultural institutions and social interaction among society. In Europe and America, Women make up nearly 70 percent of the public relations workforce; however, it is men who are often favored for hiring, salary increases and promotions (Aldoory & Toth, 2002).

In other disciplines, such as business and marketing, researchers have developed theories to help explain gender disparities. According to Hon (1995) and Aldoory & Toth (2002), theory building about gender differences in public relations has been minimal. (Hon 1995) attempts to explain why gender disparities exist through a number of factors marginalization of public relations work as "fluff," the marginalization of women in the field, male bias in promotions, women's

“balancing act” between career and family, and gender stereotypes. Aldoory and Toth (2002) extrapolate Hon’s foundational work to further understand gender disparities.

Christine Pietryla is the senior vice president of public relations at walker sands communication mentioned her study on open forum mentioned that while women have made major strides in the workforce in the past few years, they hold on average fewer senior level positions than their male counterparts. This is even more striking in PR. Although nearly 80 percent of the public relations industry is comprised of women, about four out of every five leadership positions are held by men. Walker Sands Communications /Claire Shipman Thursday, May 14, 2009/

Christine also mentions five reasons for which women are effective PR leaders for the time newsletter. Women are active listeners. Women know when it’s time to listen and tend to be more empathetic than men. Women tend to be more social. Studies show that women are more social than men, leading to higher rates of effective collaboration and creativity within a business and also extremely social with technology. Women are plugged into current events. Women are more likely to stay up-to-date with the news and apply it to clients and workplace issues. Women are more effective in group settings. Women aren’t afraid to speak with others about issues and stress. The “big picture” is more in-focus for women leaders. While men typically focus on money and larger gains, women tend to focus on the bigger picture and be more risk averse.

2.5 Public Service Gender Focused Policy in Ethiopia

According to the constitution of Ethiopian article 35 sub article 3 stated that; the historical legacy of inequality and discrimination suffered by women taken in to account, Women in order to remedy this legacy, are entitled to affirmative measure. The purpose of such measure shall be to provide special attention to women so as to enable them to compute and participate on the bases of equality with men in political, social and economic life as well as in public and private institution. This article implies that the affirmative action must be implemented to make women interested to participate in different passion.

The proclamation of federal public servant 1064/2010 describes that any government sector must do for women empowerment and give decision making position for women by facilitating

affirmative action for women by facilitating affirmative action and special support. Women must use an advantage when there is educational opportunity promotion transfer and hired in a vacancy. It supports women in all aspects.

Affirmative action taken by the federal civil service commission (FCSC) and resulted in the promotion of women in the civil service in all personal committees has increased. Affirmative action is implemented in civil service to a benefit women in recruitment as well as to encourage women to participate in the commission change in the regulation of the commission has created new benefits for female workers that ensure their wellbeing particularly their psychological health.

The national constitution has been developed to protect the fundamental right of women and there has been developed to protect the fundamental right of women and their interest of access and control over resources, about equality among women and men in marriage. It recognizes the history inequality and discrimination suffered by women in Ethiopia. Ethiopia women are entitled to remedial and affirmative measures to enable them to compete and participate on the basis of equality with men in political economic and social life. Women have the right to protection by the state from harmful customs and practices that press them or cause bodily or mental harm. They have equal right to employment, promotion, affirmative action is under taken to improve the employment status is women through the revision of the civil service codes and existing labor law.

This is partly reflected in weak gender mainstreaming practices, inadequate expertise on gender, and lack of adequate functional and efficient gender office structures. Although affirmative action is implemented for entry to higher education, it is not backed by systematic and flexible retention mechanism to ensure comparable number of society.

2.6 Public Relations in Ethiopia

Practicing public relation activities in Ethiopia is a recent phenomenon. During the last regimes public relation is one of the professions which had got special attention currently in private and governmental organizations. PR has recognized as an important profession to achieve their objectives.

The Role of public relation has two basic missions in Ethiopia that is to create national consensus and through the nation and to introduce Ethiopia throughout the world or to show Ethiopia's good image and to attract investment, and create good opportunity for the citizen and country. (Ethiopia Federal Government Office Public Relation Instruction and Structural Manual 2006,p 8-13)

The main objective of public relation practice is to teach the importance of tolerance, unity based on diversity and create good image of Ethiopia externally to together to struggle poverty and strengthen the democratic principles which are the pillars of the nation to survive and continue politically stable.

The Federal Government Communication Affair of Ethiopia reorganized public relation in federal institute since 2001 E.C. by proclamation, public relation should be the member of top management and also decides the public relation structure of minimum staff number. Therefore Directorate director, assistance director, senior, middle and junior, experts is minimum staff. But according to the burden of the work and institutions can have more staff. The public relation Director and assistant head of public relation is assigned by the federal government communication affair.

But the attitude about public relation has two views. The first one is the attitude of public about public relation. Hence head is officially assigned by government the thought as propaganda or agent of government rather than institution. Especially internal customer doesn't have trust in Public relation. The other view is the attitude of PR itself that means PR head is assigned by other some thought themselves as unique rather thinking as part of that institution.

2.7 Qualities of Women's Leadership

Good leadership is more attuned to feminine those masculine modes of leadership behavior. Female attributes of nurturing, being sensitive, empathetic intuitive, compromising caring, cooperatives and accommodative are increasingly associated with effective leadership (Growe and Motgomery 2000) .

Literature stated that women who are already at ladder of leader ship use their power properly to improve on organization. Conner, 1992 strengthens this other quality of women leaders is the method in which use the power they have is different. Women's use power to empower others. They base this on the notion the power is not finite but rather expands as it is shared (conner 1992). In addition to conner Gilign research provides (1986) as a cited by Patricia insight in to the behavioral leadership skills practiced by women. She found that women are great human resource

2.8 Factors that Affect Gender Representation in PR

Culture

Culture is that the complex whole which includes knowledge benefit art law custom and other capabilities and habits acquired by man as member of society. (Taylor 1871)

Culture is the total of materials and intellectual equipment were by people satisfy their biological social needs and adapts the sales to the environment, which explains physical existence and hence observable

Because of this cultural trait female and male has a given role value economic and political position. Human beings can be borne by being male or female which is biological but, when somebody growing up he or she grown up by studying what he must do and what she must do's and don'ts which identify demarcation of division of labor and social role. The practice will be seen with their own rounding social family the male from his father and the female from her mother. Because of this their gender role is based on the practice they have seen from their family and surrounding social practice.[ibd]

Gender and education are keys for the country development and improving livelihood will be method role empowering women to be involved in higher education would enhance effect change and development in our country. The second growth and transformation plan of Ethiopia has taken the issue empowering women in 2017, so education is one of the areas which empower women. Women are capable of doing different activities need professional and non-professional activities. [ibd]

Socio- Cultural Influence

Culture refers to the social heritage of a people-those learned patterns feeling, and acting that are transmitted from one generation to the next, including the embodiment of these patterns in material items (Genet and Haftu, 2013).

Culture determines what women and men should do; the resources women and men should get including education. Culture plays a significant role in the construction of gender inequality in such a ways that men have dominating position in different spheres (Genet and Haftu 2013). In Ethiopia, culturally, men are expected to be courageous, competent, and dominant and to show qualities of leadership while women to be submissive, conservative, self-spoken and shy. Cultural assumptions in most societies expect men to seek achievement and dominance and women to be compliant and supportive. The differential perceptions and expectations of behaviors and roles of the society based on sex is what we call gender. Gender roles are not determined biologically rather they are constructed socially. People, beginning from their childhood, learn what is regarded in their cultural context as appropriate for their sex (ibid).

Attitude is a psychological construct, a mental and emotional entity that inheres in, or characterizes a person. They are complex and an acquired state through experiences. It is an individual's predisposed state of mind regarding a value and it is precipitated through a responsive expression toward a person, place, thing, or event (the **attitude object**) which in turn influences the individual's thought and action.

Prominent psychologist Allport described this latent psychological construct as "the most distinctive and indispensable concept in contemporary social psychology. Attitude can be formed from a person's past and present Key topics in the study of attitudes include attitude strength attitude, change, and consumer behavior and attitude-behavior relationships.

Attitudes and attitude objects are functions of affective and cognitive components. It has been suggested that the inter-structural composition of an associative network can be altered by the activation of a single node. Thus, by activating an affective or emotional node, attitude change may be possible, though affective and cognitive components tend to be intertwined.

An attitude is an evaluation of an attitude object, ranging from extremely negative to extremely positive. Most contemporary perspectives on attitudes also permit that people can also be conflicted or ambivalent toward an object by simultaneously holding both positive and negative attitudes toward the same object. This has led to some discussion of whether individual can hold multiple attitudes toward the same object.

An attitude can be as a positive or negative evaluation of people, objects, events, activities, and ideas. It could be concrete, abstract or just about anything in your environment, but there is a debate about precise definitions. Eagly and Chaiken, for example, define an attitude as "a psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor Though it is sometimes common to define an attitude as affect toward an object, affect (i.e., discrete emotions or overall arousal) is generally understood as an evaluative structure used to form attitude object¹ Attitude may influence the attention to attitude objects, the use of categories for encoding information and the interpretation, judgment and recall of attitude-relevant information. These influences tend to be more powerful for strong attitudes which are accessible and based on elaborate supportive knowledge structure. The durability and impact of influence depend upon the strength formed from consistency of heuristics. Attitudes can guide encoding information, attention and behaviors, even if the individual is pursuing unrelated goals.

CHAPTER THREE

METHODOLOGY

This chapter illustrates the research methods and procedures that the researcher followed to answer the research questions and attain the research objectives. It is important to present briefly about the research topic again, to show the appropriateness of method selection. The research title is focusing on the “Participation of Women in Public Relations and Managerial Positions in five selected Ethiopian Federal Government organizations”. The main issues to be studied include the trend of gender composition in the indicated positions, factors affecting the participation of women, attitudes and challenges towards women participation. In this topic the major issues addressed are qualitative in nature whereby supplemented with quantitative variables investigation in the case such as trend analysis, demographic variables and other numeric variables.

Thus, for its primary data the study mainly relies on the qualitative research method. Qualitative methods help to assess and understand attitudes, opinions, relations and personal experiences. Thus, it provides flexibility and afforded the researcher the opportunity to conduct an in-depth research on the human side of the reality (Kothari, 2004). Qualitative methods are used in situations where a detailed understanding of a process or experience is wanted; where more information is need to identify cultural, attitude, and perception related factors affecting women participation. Because of these advantages, the researcher primarily relies on qualitative for the study.

On the other hand, the quantitative method was used to suffice some part of the data and makes more detail. According to Bazeley (2007), quantitative methods are applied in a situation where a numeric description of opinions of a population is needed to determine the nature of the issue being studied by taking sample of that population. Therefore, the qualitative data collection techniques such observation, interviews, focus group discussions were employed.

3.2 Data Gathering

3.2.1 Focus Group Discussion

Focus group discussion is effective in eliciting data on the attitudes, view and understanding of a group about a certain issue, ideal behaviors and relations, and in generating broad overviews of issues of concern to the groups or subgroup represented. Focus group discussion, as a technique of more in-depth qualitative research is relied on to triangulate the data collection through different techniques. It gives a chance for participants to debate on the issues, openly discussing on it and this helps to cross check the accuracy of the data. FGD is important to collect data on issues of common consensus and also helps to see points of departure among the participants (Freitas & Oliveira et.al, 1998; Tracy, 2013; Ellen, 1984; FHI, 2005). In this regard the group discussion I conducted helps me to understand the group members' attitudes and perception towards women's participation in PR and managerial positions. I conducted one FGD with 7 PR personals of Ethiopian Electric Power Corporation.

3.3. Interview

Undoubtedly, interview is the most commonly and widely used data collecting instrument in qualitative methods. It is the most vital tool by which the interviewers interact with the society and extract depth information about the problem. It can be categorized into structured, semi-structured and unstructured strategies (Crang and Cook, 2007). Accordingly interview was selected because it helps to get some facts related to the issue under the study from top official of the selected Ministries and offices. I did conduct in-depth interview with six male and five female interviewees. The participants of the interview were individuals with various positions in the selected Ministries.

3.4 Selection of the Research Participants/Respondents

According to ministry of communication affairs data, there are 161 federal institutions in Addis Ababa. These institutions are categorized in six different clusters, based on the re-organization of sectors at Federal level commenced in 2010. In these six clusters, there are 499 PR professionals and heads among which 122 are woman and the rest 377 are men. To sample or select the clusters and the institutions the researcher used simple random sampling technique

applying lottery method and three clusters, namely finance and economy cluster, Agriculture and industry and infrastructure clusters were selected.

This study covers three clusters which have 240 PR professionals out of which 34 participants, six female and 28 male, were selected. Therefore, the interview of communication directorate director, assistant head of communication directorate, senior public relations expert, medium public relations expert and junior public relations expert at random from different federal institutions.

The researcher selected 34 samples for the in-depth interview and. But because of the redundancy of ideas the researcher is forced to use only nine interviews and one focus group discussion because the data is saturated.

3.5 Methods of Data Analysis

As indicated earlier, I used both qualitative and quantitative data in this study. The analysis of qualitative data goes hand in hand with data collection. The qualitative data collected through interview, FGD, and observation are supplemented by field notes, photo taking and tape recording. This multiple data collection generates immense data that is not easy to analyze. I did start the process of data organizing during the field work, side by side especially describing and detail writing of the collected data on daily basis. The findings are presented, illustrated and collaborated by questions arising from the in-depth interviews with the head and experts of public relations of the selected organization. The respondents are selected based on their work experience.

3.6 Research Design

This research has employed a triangulation method, where both qualitative and quantitative data gathering method is used. According to Denzin (1970) “a qualitative and a quantitative research method are combined to provide a more complete set of findings than could be arrived at through the administration of one of the methods alone.” As the research topic deals with the **“The participation of Women Public Relation Professionals and Managers in Five selected Ethiopian Federal Government organizations,”** special emphasis is given to

explaining factors which affecting the participation of women and practice looks like if selected institution public relations. In order to achieve this purpose, the researcher has tried to indicate what the participation and representation of public relation professionals and managers in federal government institution as a whole based on Federal government communication affair office ./ GCAO/ and then followed the participation of women in selected institution. After doing so, factors that affect participation of in public relations as well as the gender composition were examined.

In the effort of identifying how public relations is practiced in federal government offices and the challenges that encounter the practice as well as the practitioners, documents such regulations, guidelines, strategies and the likes that are aimed at regulating the practice of public relations were examined. Moreover, interview were conducted with Public relation manager and, assistant head of public relation, senior, middle and junior public relation experts of selected institution with different level to selected public relations department heads and practitioners so that they can give their reflections on the participation of women public relations is practiced in their respective offices.

The information that was obtained through interview has also helped to find out what factors existed in the practice and participation of women in public relations and also describes the strength and weakness of women in public relation practice.

The interviews were conducted with selected public relations department heads and practitioners, and with the directorate general of image building and institutional relation of federal institution directorate director of the former Ministry of Government Communication Affairs Office because it was delegate to assigning public relation head and manage the activities of public relation in federal level. Conducting interviews with officials representing them was valuable. So this research was conducted through in-depth interviews, has employed a combination of both qualitative and quantitative data collection method.

3.7 Study of Selected Organization

Ministry of Industry

Ministry of Industry established by the Proclamation No. 691/2003 of October 17, 2011, the Ministry of Industry is responsible for the responsibility of the Ministry for the establishment and implementation of the powers and duties set out in the proclamation of the Executive Committee of the Government of Ethiopia in August 2007. Various Directors and Representatives have been organized by the Minister and the three Ministerial Departments to help out the vision and achieve the mission.

In view of the fact that the Ministry of Industry aims to build the industry premises in the sector in 2017 and to accelerate the development of strategic industrial and manufacturing industries, it will require the government to focus on the vision of creating a developed industrialized nation. Of course, it is one of the areas of development.

The objective of the organization is to ensure the continuation of the growing economic growth of the country and the industry to play a key role in the country's economy and to contribute to the prosperity and prosperity of the country.

The public relation directorate is accountable for minister. The directorate is named public relation Directorate. It has 8 staff, among these only one is female.

Ministry of Water Irrigation and Electricity

The Ministry of Water, Irrigation and Electricity of Ethiopia is a federal organization established to undertake the management of water resources, water supply and sanitation, large and medium scale irrigation and electricity. The Ministry is a regulatory body which involves the planning, development and management of resources, preparation and implementation of guidelines, strategies, polices programs, and sectoral laws and regulations. It also, conducts study and research activities, provides technical support to regional water and energy bureaus and especial support to four emerging regions (Gambella, Benishangul- Gumuth, Afar and Somali). In the case of trans boundary water resources and regional developments pertinent to the sector, it engages in the negotiation and the signing of international agreements.

When we see the public relation directorate, it is accountable for the minister. The directorate is named Public Relation and Communication Directorate. The directorate has six male and two female professionals.

Ethiopian Electric power

The Ethiopian Electric Light and Power Authority (EELPA) , which was established in 1956, after having undergone restructuring was reorganized as the Ethiopian Electric Power Corporation (EEPCO).EEPCO later split into two companies and one of these companies is the Ethiopian Electric Power (EEP).The EEP, which was established in 2006 by the Council of Ministers Regulation No.302/2013 is responsible for generating, transmitting and wholesale of electricity nationwide.

The public relation directorate is accountable for CEO. The directorate is named External public relation Directorate. It has two team named External relation team and internal institution team. The directorate has twelve professionals. Among these only one of the team leaders is women,

Geological Survey of Ethiopia

The Geological Survey of Ethiopia (GSE), was setup in 1975 as a department within ministry of Mines, water and energy and become the Ethiopian institute of Geological Survey (EIGS) in 1984 as an autonomous Federal government accountable to Ministry of Mines and Energy (MOME). In 2000 with the proclamation number 194/2000, it has been renamed as Geological Survey of Ethiopia (GSE). From 2011 onwards, due to the restructuring of the Ministry of Mines, and Energy as different ministerial offices, GSE has been made accountable to the ministry of Mines, with its name, authorities and duties given for it by proclamation NO.194/1992 unchanged.

Previously public relation was serving as a protocol for the managers and it had focal person. Currently public relation directorate is reorganized during Business Process Re-engineering (BPR) / in 2001 E.C. The directorate has five public relation experts and manager i.e. senior middle junior experts, assistant public relation head and Directorate Director and it is

accountable for General Director and member of process council. Only one junior expert is female the rest are male.

National Meteorology Agency

Historical documents revealed that at the end of the 19th century missionaries who entered in to Ethiopia were taking meteorological observation of Addis Ababa. In addition to this, meteorological stations were established in 1890 and 1986 at Adamitulu and Gambela respectively. After that from 1946-1949 some preliminary meteorological tasks were carried out by government offices for agricultural sector only, especially for locust control

However, due to the growing demands of meteorological information for safe operations of the air transport, a unit that handles meteorological activity was also established in the early fifties under the Civil Aviation Department. Finally as the other economic and social sectors began to realize the importance of meteorological services then unit was changed with the responsibility of giving assistance to non-aviation

Public relation directorate has five public relation practitioners i.e. two senior, middle experts, assistant public relation head and Directorate Director and it is accountable for General Director and member of process council two of experts are women the rest three are men.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

This research is conducted before the restructure of the Ministry Federal Government Communication Affairs. Currently Office Press Secretariat handles all activities' of former Federal Government Communication Affairs. It is Accountable to office of Prime Mister.

The main objective of this study was to investigate the major factors that affect women participation in public relation managerial and expertise position. This chapter deals with data presentation and analysis of data collected through focus group discussion and in-depth interview with former federal government communication affairs, directorate general of image building and institutional relation of federal institution directorate director, public relation directors and experts of selected institutions.

The former federal government communication affairs categorizes the federal institutions under six clusters; Finance and economy cluster, the agriculture and industry cluster, infrastructure cluster, justice and democracy cluster , science and technology and social cluster.

For this study the researcher selected five institutions from three different clusters that are categorized under finance and economy cluster, Agriculture and industry and infrastructure. Among the clusters the selected institutions are Ministry of Water irrigation and Electric, Metrology agency of Ethiopia Ethiopian Electricity power from the infrastructure, Geological Survey of Ethiopia from finance and economy cluster , Ministry of Industry. From Agriculture and Industry cluster.

Demographic features of interviewees and focus group discussion participants

Table 1: Age and educational background

Sex	Age					Educational Background	
	25-30	31-35	36-40	41- 45	46-50	BA	MA
F	1	2	1	2	-	5	1
M	1	10	9	5	3	23	5
Total	2	12	10	7	3	28	6

As it is illustrated on the above table among the 34 the 6 respondents that is 17.64 % are female and the rest 28 are male that is accounting for 82.35% of the sample respondents. The age of respondents explained in the above table with five categories. Two of the respondents are young staff categorized under the age group of 25-30 years old. The second category is 31-35 that is 35.29%. The 10 respondents are under 36-40 that is 29.41%. The other category which the respondent's categorized is 41-45 is 7 that 20.58 %. The last category is 46-50 here the respondents are 3 which is described as 8.82%.

As it is explained on the above table educational background of the respondents is classified in to three category BA and MA, DEGREE among the 34 respondents the 6 respondents that is 14.7% are female among them 5 (83.33) of female respondents are categorized under BA degree and the rest 1 (16.66%) is under MA degree category. Among the 28 male respondents 23 respondents (67.64) are BA holders the rest 5 that is (14.7%) of the sample respondents are under the MA degree category.

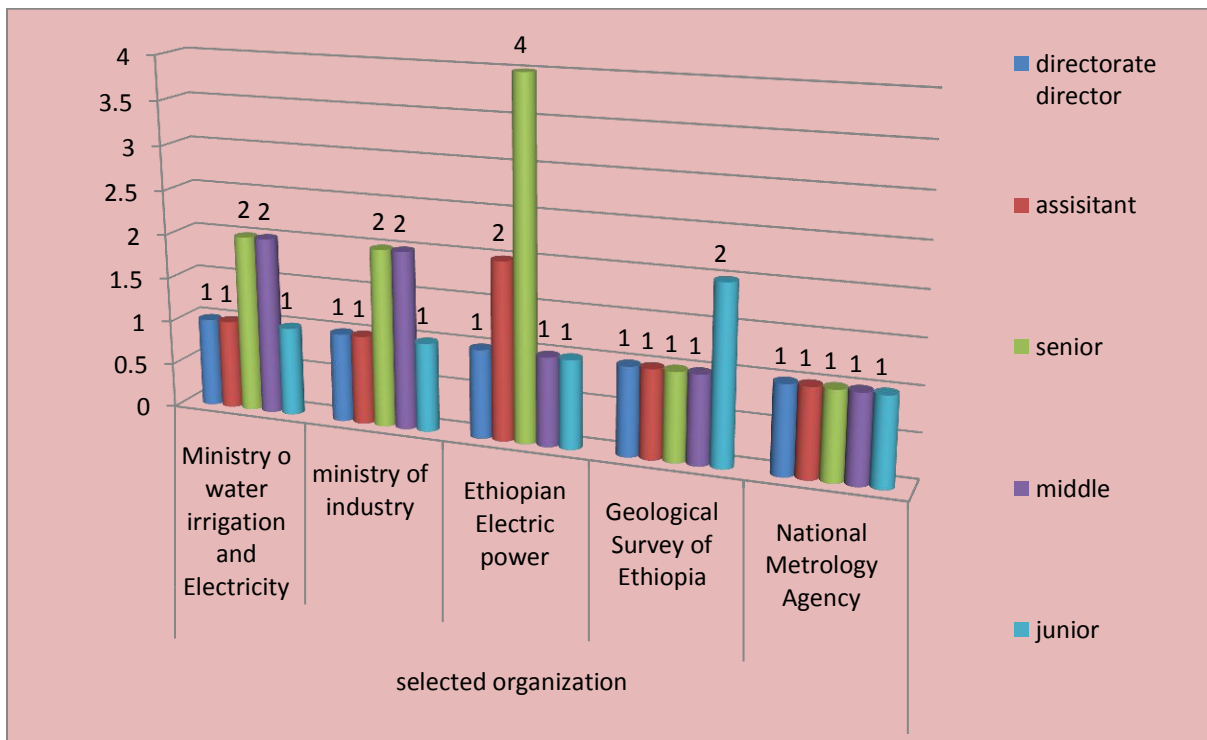


Figure 1: The level and description in selected institutions

Opportunities and traits to contribute for the development of public relation

The public relation has two basic roles in Ethiopia that is to create national consensus and through the nation and to introduce Ethiopia throughout the world or to show Ethiopia's good image and to attract investment, and create good opportunity for the citizen and country. (Ethiopia Federal Government Office Public Relation Instruction and Structural Manual 2006,p 8-13).

Hence the profession is new there is opportunity, according to interviewee there are some opportunities such the presence of structure of public relation in all organization and became member of top management, opening of Public relation as department in Addis Ababa University in MA level and, the fellowship of federal government communication affair and government attention for the sector are highly mentioned. The respondent also mentioned the threats for the profession organization are the attitude of the higher official that PR is political assignment, scarcity of budget, and lack of instruments.

The focus group discussion conducted at Ethiopian Electric power with public relation officers, in their office from 9:00-9: 45 PM local time Friday June 22, 2018.

The participants mentioned that some of the opportunity is government gave special attention for the sector, such as organizing the sector as a ministry, rules and regulations are ratified and practical, and PR is the member of process council and management , and also have the chance to report freely. To the contrary other participant mentioned that although there is a rules and regulation practically in most institution there is a problem that is higher official consider PR as threat because they thought PR did propaganda and secret agent than image builder. Therefore rules and regulation are not practical

As a threat mostly PR professionals thought as messenger or protocol person that means Wrong understanding as PR is a facilitator of halls for the event not more than that, the other I issue is that lack of attention for the profession the participant describes that even though PR is part of management higher officials hide information and discriminate to discussing with some

institutional issue. To the contrary some PR professionals have a problem to distinguish PR with journalism rather than understanding public relation profession

Factors that affect women's participation in PR position

The researcher tried to identify factors that affect the Participation of women public relation managerial and expert level. Christine Pietryla is the senior vice president of public relations at walker sands communication mentioned her study on open forum mentioned that “While women have made major strides in the workforce in the past few years, they hold on average fewer senior level positions than their male counterparts. This is even more striking in PR. Although nearly 80 percent of the public relations industry is comprised of women, about four out of every five leadership positions are held by men. Walker Sands Communications” /Claire Shipman Thursday, May 14, 2009/

Directorate general of image building and instructional relation of federal institution of Ministry of Federal Government communications Affairs office mentioned that PR is an image builder of the institution as well as the county. Therefore Effective communicator should be vital. Women are responsible, committed and have capacity of good communication, Women plays grate role to create effective communication and for all federal institution.

The participation of women in PR is limited in Ethiopia; the data from the interview and FGD societal attitude culture education, self-stem or fear are some of mentioned factors. **D**irectorate general of image building and instructional relation of federal institution of Ministry of Federal Government communications Affairs office said,

The number of woman in the field very few, so the participation is weak that one of the factor, the background of society culture, the other is the political view mostly women restricted themselves, since the field has media exposure women segregate themselves.

Culture

There are wrong attitudes towards as it is needed political involvement. Because of this cultural trait female and male has a given role value economic and political position. Human beings can be borne by being male or female which is biological but, when somebody growing up he or she grown up by studying what he must do and what she must do's and don'ts which identify demarcation of division of labor and social role. The practice will be seen with their own rounding social family the male from his father and the female from her mother. Because of this their gender role is based on the practice they have seen from their family and surrounding social practice.[ibd]

participant of the focused group discussion describes that we can consider the as a county cultural influence as a whole, societal value of the gender is the main problem that is women doesn't have equal chance for education, the other participant mentioned that even they have chance to they did get the information about the protection.

Cultural influence is one of the factors which affect the participation of women in public relation.

Education and Trainings: the access of higher level education and on job training is necessary. Women have so many challenges in order to get the chance of high level education and also on job training. .

There are different on job trainings to update the experts and heads of Public relation, Women have lack chance for on job trainings and higher level education, two of the interview has a chance of on job training and one only one had get higher education in MA level in selected institutions which are not satisfactory.

Education of women is an important factor for development. Women education is a key to the survival of children and improved life as well as for economic empowerment, women get employment opportunities for managerial positions in PR when they have better education. Empowering women through education is a key component of building women's flexibility and leadership capacity

Lack of equal attention: The top level managers or leaders do not have equal attention for the public relation as other department and there is no equal professional value as others professional women.

According to the interviewee and focused group discussion conducted at EEP :PR professional's in their office top level management and immediate boss didn't give equal attention for women that of men. This may guide women to hate public p relation as a profession,

Existence of unstable leaders: there is frequent change of politically assigned leader in the sector especially in federal government communication affairs, GCAO assigned PR heads for federal institution this based on the criteria regulation which was ratified by 2001. But leaders has an opportunity to recommend. Which causes leaders can't understand the sector and accept the participation of women and their capacity.

Attitudes: are associated beliefs and behavior towards some object. They are not stable, and because of the communication and behavior of other people, are subject to change by social influence, as well as by the individual's motivation to maintain cognitive consistency when cognitive dissonance occurs when two attitudes or attitude and behavior conflict.

There are unbalanced attitudes towards woman public relation professionals as if the protection is important for the political involvement in which women are less valuable for the politics.

“women can't do or achieve and overcome” the challenges I was struggling to be successful in my work and to maximize my personal quality concerning work, the other is lack of attention and discouragement and there is no recognition for the better work and high discrimination was faced.

Discrimination is treating a person unfairly because of who they are or because they possess certain characteristics. If you have been treated differently from other people only because of who you are or because you possess certain characteristics, you may have been discriminated against.

My boss discriminate me, one of the challenges to participate in some issue that is because of attitude “women can’t do or achieve”

Both men and women have equal right in work place, some of the interviewee mentioned that there is discrimination of ideas and ignorance of issues, EFDR constitution gave equal right for both male and female . Discrimination may cause ownership for their work and also profession at all.

Reproductive role /Social responsibility/

The women presented the idea as a women leader there are very strong women are not new for management because they perfectly managing their house and family. Women are completed to perform their job.

In the experts and managerial level women are donated within different socially reproductive and income grating or productive role. The social burden is expected from women as she is a part the society, she is expected to participate in social affairs within the productive role. Naturally women is given to bear baby , treating and up bringing within very good discipline in productive role she is expected to generate income in different field of work within all this women are doing their best. Generally Women PR professionals are committed, strong and punctual for their assignment, to mention the weakness mostly women have family burden. Sometimes they may be late because of family issue, the other weakness of women in the profession is that because of social burden or scarcity of time they had information gap of current issue that may have gap in their activity. Societal value; women have double role that is domestic and economic, social burden like reproductive role it may influence in their professional activities

In-completed reform:

The reform which is started in country wise is not completed therefore the change is not progressed as it is expected,

Unrelated field: The political leaders on the public relation department are assigned without their profession; the right person for the right place is not working.

Less accountability: there is no strong accountability system in the profession and un implementation of civil service gender focused policy

Challenges of promotion and competition

According to focus group discussion and the response of the interviewee among, the attitude of the society towards women based on the cultural background there are many people who believed that women is not capable of doing activities and lack of leadership with gender blindness. Many people perceive the social role, the reproductive and productive role of woman, but they have hesitation on the leading position to assign women as a leader.

One of senior editor said that sometimes without clear reason immediate boss may not be interested to give the chance. Previously certificate of Federal government communication affair was vital for Promotion. But to have the training certificate the opportunity of training was gained through the good willingness of boss that was a great challenge

In the case of reproductive role people may take the role as a weakness as if it is natural they consider it as weakness and make the woman to look only for the reproductive burden, so that reproductive role having pregnant, breast feeding and all the treatment for the new coming citizen is a burden for a woman than time for the office responsibility. So the immediate boss use this as a good opportunity and block the chance for the woman. The other idea is that most communicators do not get the training chance of public relation and its certificate must be presented.

- . According to the interview she had got obstacle to promote and became a head of PR in her institution directors. People specially those who are in position According to the respondent the main reason for the unbalanced gender compassion in PR profession is women cannot get the chance for education because of economic and social burden and attitude of higher officials in the instructions who to assign her vice director towards her political attitude, they believed that she cannot manage the office.

Next the attitude of the immediate boss for being women. The other challenge that the respondents presented that many people do not believe gender responsibility and there is lack of using affirmative action in practice.

As Howard and Willens argued the organizational culture also affects women's participation in public relation positions. The people approach to their work, the social interaction influence women's achievement. So, Culture gender stereotype strongly affects the way of hiring, promotion and paying women in an organization (Howard and Willens, 2009)

One critique of communications research that addresses feminist perspectives and gender roles is that large parts of the scholarship are missing or distorted. Gender roles are "the set of arrangements by which a society transforms biological sexuality into products of human activity, and in which these transformed needs are satisfied" (Reiter, 1975). In other words, society sets a standard where the type of work we do is based on biology. Women perform certain activities based on their sex. Men perform certain activities based on the fact that they are men. (Janus, 2008, p5)

Critical theorists argued that PR practitioners continue the ability of both corporations and government to maintain a privileged position in society (Miller and Dinan 2000; Davis 2000; Mickey 2002; L' Etang and Pieczka 2006). So women public relation professionals in the leader.

Among five female PR Professionals, two didn't face any problem; the other faced different obstacles by their immediate boss. The influence of immediate boss is the main challenge of women PR. Therefore attitudinal change is essential, different on job training, for both women and men is essential.

Wrong attitude of immediate boss and top level management,

As if they assign the women to fulfill numbers, they do not perceive women can do better. Leaders do not accept the women as a leader, rather they will be disobedient. Cultural

influence which is inherited from generation, The social practice of society that the roles power and value given to the women .

Existence of unstable leaders: there is frequent change of polemically assigned leader in the sector especially in federal government communication affairs, which Causes leaders can't understand the sector.

Incomplete reform: The reform which is started in country wise is not completed therefore; the change is not progressed as expected.

Unrelated field: The political leaders on the public relation department are assigned without their profession; the right person for the right place is not working

Less accountability: there is no strong accountability system in the profession. In general the structure, rules regulation and declaration, education, on job trainings, and attentions given for the profession are the opportunities for the progress of the public relation department.

Gender composition

The five years data which is collected from EFDR government communication affairs minister office, directorate general of image building and instructional relation directorate which describes the participation of women in federal institution

According to the data of Federal government communication affairs directorate general of image building and institutional relation By the Year of 2006 the number of women in all clusters was 60 and 367 was that of men. The finance and the economy development cluster had 30 women 140 men public relation professionals. The social development cluster has shown 15 women include and 57 men. The infrastructure cluster has 6 women 60 men.

The justice and security cluster had been used 3 of women and 40 of men from the total number of 52 staff members.

The 5th cluster which is science and technology study had been include 3 women and 15

The six and the last cluster is the political cluster had been near 4 women and 15 men PR professionals.

Generally in 2006 in all clusters the number of women had been 60 that is 15.46% of the total number, Whereas 328 were men which is 84.53%. The number of women in the clusters varies and becomes, The number of women in different cluster has shown discrepancy and it was decreasing especially in two clusters. The justices and security cluster had been 3 and political cluster had been 4. The number of woman in different cluster had been very few.

By the Year of 2007 the number of women in all clusters was 89, 52v 367 was that of men. The finance and the economy development cluster had 35 women 151 men public relation professionals. The social development cluster has shown 20 women include and 78 men. The infrastructure cluster has shown decreases the number of women PR it has encompassed 11 women and 64 men.

The justice and security cluster had been used 9 of women and 43 of men from the total number of 52 staff members

The 5th cluster which is science and technology study cluster had been include 10 women and 16 from 26 staff member

The six and the last cluster is the political cluster had been near 4 women and 15 men PR professionals.

Generally in 2007 in all clusters the number of women had been 89 and 367 were men. The number of women in the clusters varies and becomes decreasing. The number of women in different cluster has shown discrepancy and it was decreasing especially in two clusters. The justices and security cluster had been 9 and political cluster had been 4. The number of woman in different cluster had been very few.

By the year of 2008 E.C the number of woman in PR professionals show progression in the finance and economic development cluster, there had been 21 woman and 92 men which is less

than the year of 2007. Women in 2007 in finance and economy cluster were 35 but in 2008 the number of woman is 21 the number of woman participation decreases with 14.

The second Cluster is social development cluster. This cluster is had contained 20 women and 27 men which is equivalent with the number of women PR professionals in 2007

The third cluster which is the infrastructure development had included 16 woman and 30 men PR professionals is greater than 2007 E.C. Infrastructure development cluster the number of women were 11 it shows 5 increases in number.

Generally in 2008 E.C in six clusters there are 106 women and 347men PR professionals. As it is compared with 2007 the total number of women PR are 89 and here 2008 there are106 it shows the difference is 27. The participation of women increase with19.1 %

By the year of 2009 E.C there were 89 women and 373 men PR in all sixcluster. In the finance and economy cluster there are 19 women professionals and the rest 93 are men PR professionals.

Secondly Agriculture and development cluster had 22 women and PR professionals and the rest 66 professionals had been Occupied by men. When it is compared to 2008 it has different with two.

Thirdly the social development cluster had been employed 22 women professionals and 43 men PR

The fourth cluster is infrastructure cluster had here 5 women and 30 men PR Professionals which is less than from the above 2007 and 2008 E.C within the same cluster

The fifth cluster which is the justice and democracy institutions clusters had had 19 women and 80 men PR professionals it is less than 2008.

The sixth cluster is science and technology cluster, had been hired 2 women and 11women PR professionals. In general 2009 the total number of women PR is 89 and the rest 373 are men. When we compared this with 2008 it has different with 17 with declines from 106 to 89.

In the 2010 E.C the number of PR professionals is 122 women and 377 men

In the finance and economy development cluster there had been 21 women and 102 men PR Professionals. The number of women in 2007 was 35 in 2008, 21 women, 2009 19 and by 2010 21. This implies that in 2007 the number of women is high and it became decline and inclines

In agriculture and industry development cluster there are 24 women and 52 women PR professionals. when we compared to 2008 and 2009, The number has shown progress in 2008 there were 20 women public relation professionals ,in2009 22 women public relation professionals had been employed and in 2010 E.C it was 24 and it is increasing year to year.

In the social development cluster there had been 10 women and 33 men PR the number of women professionals had been inclined year to year in this cluster from 2006 -2009, but in2010 the number of women .declines from 15,20,19,22and 10 in2006-2010 respectively.

The infrastructure development cluster had encompassed 27 women and 67 men pr the number of women PR professionals in four consecutive years has shown improvement from 6, 11,, 16,5and27 in2006,2007,2008,2009and2010 respectively.

The justice and democracy institutions cluster there had been 23 women and 72 men PR professionals which is greater than 2009

Finally, the science and technology cluster, had hired 17 women and 27 men PR in the department. As it is compared from 2006-2010 there had been2, 10, 14, 2,and 17 women PR professionals respectively.

Gender composition data compiled from the ministry of communication affairs

	Clusters	Year									
		2006		2007		2008		2009		2010	
		M	F	M	F	M	F	M	F	M	F
1	Finance and economy cluster	30	140	35	151	21	92	19	93	21	102
	Agriculture and industry development	-	-	-	-	20	67	22	66	24	76
2	Social development cluster	15	57	20	78	19	95	22	93	10	33
3	Infrastructure development cluster	6	60	11	64	16	30	5	30	27	67
4	Justice and democratic institutions	3	40	9	43	26	77	19	80	23	72
5	Science and technology	2	15	10	16	4	13	2	11	17	27
6	Political	4	15	4	15	-	-	-	-	-	-
	Total	60	328	99	367	106	374	89	373	122	377

Table 2: Gender composition data compiled from the ministry of communication affairs

In the year 2006 the number of woman PR is 60 and man is 328 in the six clusters. In 2007 there were 99 female and 367 male PR professionals. The number is increasing from 2006 to 2007, 60-99 and it shows that ministry started assigning and training women in the field. When we look the 2008 data there had been 106 female and 374 male PR in 2009, the number of women decreases to 89 and men 377. In 2010 the number of women is 122 and the rest 377 are men.

IN general the number of women in all five years is very few when it is compared to that of men. The participation of women PR is in the department of all clusters is below 50%. Even though the number differs in cluster to cluster and showing one once increasing and once decreasing in all directions, the number of women is increasing below 50%.

According to the data which is compiled from the ministry of communication affairs the 2010 registration, the number is 122 which is 24.4% of the total number.

Even though the participation of women by 2010 is in progress, it is still less than men. The number of men is 377 in 2010 and it is 75.6% from the total population. There is a big difference

between the variables in the public relation department here, it is clear that the unbalanced gender composition is visible

According to the response of the interviewee and the point of the focus group discussion result shows that there is clear unbalance gender composition in both expertise and head level

According to the data from Ministry of federal government communication affair there are around 161 institutions in its structure, these institution has classified in six cluster based on their service and goal that the institutions established, The clusters are named as finance and economy, agriculture and industry, infrastructure, justice and Democracy, social cluster. In general there are 499 public relation professionals among that 122 are women the rest 377 are men.

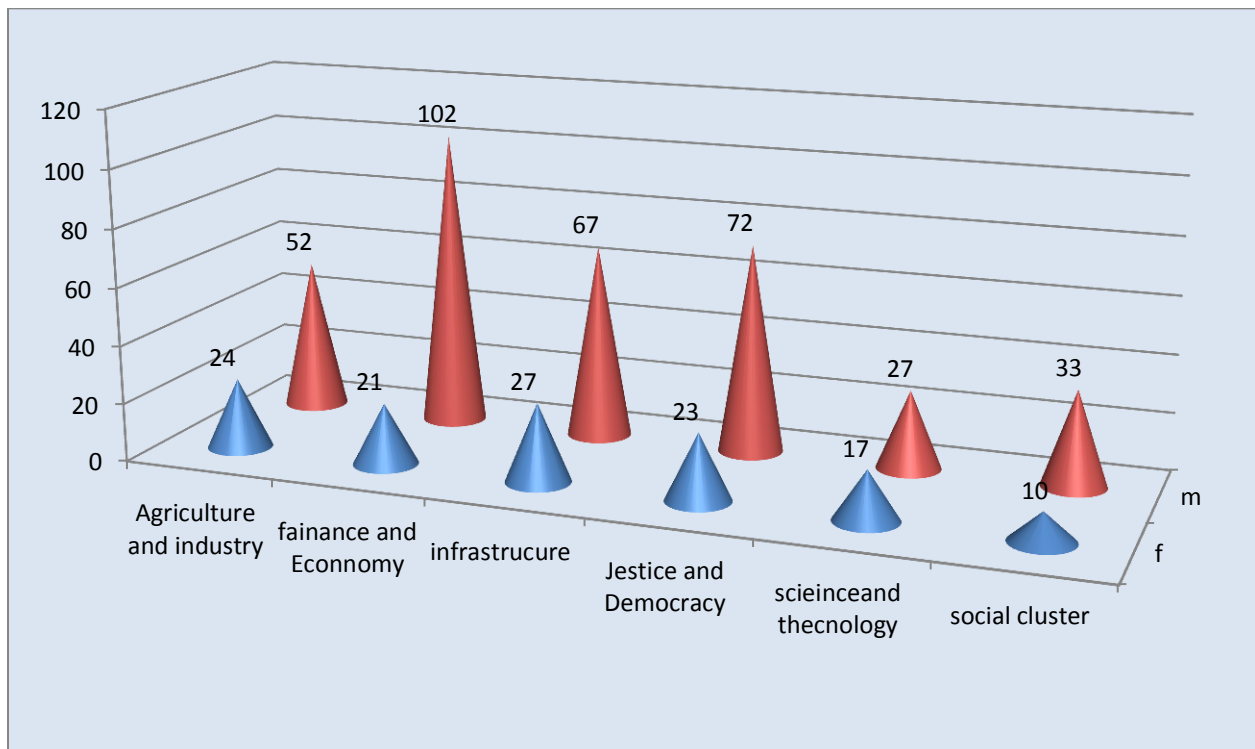


Figure 2: The gender composition data of PR professionals in cluster in 2010

The Ministry of federal government communication affair assigned the head and assistant head of public relation based on its authority given by the regulation 2006 E.C. The director general of federal institution Directorate is responsible to assign for the position of director and assistant head for federal institutions. The directorate mentioned that everyone has a chance of

competition since fulfill the criteria which is BA degree, four year experience in the filled among that two year as management and public relation training certificate which is given by federal government communication affair, When we compare the current gender balance of to the management level based on the, information of the general directorate 87.3 percent are men and 12.96 percent are women.

Public relations practitioners of this time period who remained employed increased their Productivity. An additional influential development that occurred during the 1980s was a change in the public relations field's demographic. This change included a large influx of women and opportunities for minority workers, like African Americans, created by civil rights legislation (Guth& Marsh, 2000). Despite the "continued stream of women into the field...while male PR practitioners moved into CEO slots, women did not. Most women in public relations held lower-status positions and earned considerably less than men in similar positions" (Newsom et al., 2000, p. 63-64)

The figure of samples from selected institution for the research are five, in this institution there are 34 professionals including heads, In all directorate 28 are male , there are six women assistant head experts.

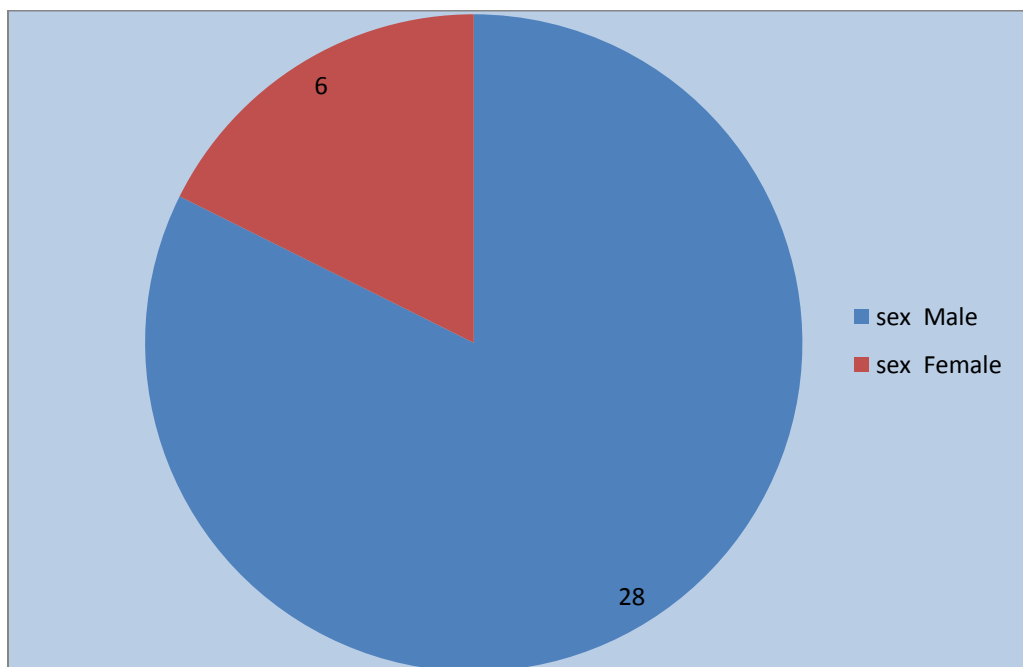


Figure 3: The gender composition in selected organization

Reason for the unbalance of different constraints, firstly the profession is exposed to and directly related to the electronic media and public women do not prefer to be public. Secondly the profession is attached to the political ideology which does not invite women, thirdly, the attitude of women for the profession is that the profession is difficult to them. Fourthly, Women most of the time have lack of information competition for the managerial level, the fifth and the main problem is that the immediate boss underestimates the women and he/she would be a fault finder rather than support or empower them.

Director General of Government communication Affairs mention the reason for the unbalanced gender composition is in expert level institution has the right to hire it is the issue of availability in market. Federal communication is assigned heads and assistant head, so we assigned from the stock existence which given from institution and empower through different mechanism that a chance of short and long term on job training and higher level education.

The strength and weakness seen on women public relation heads

Christine Pietryla is the senior vice president of public relations at Walker Sands Communication mentioned her study on open forum mentioned five reasons for which women are effective PR leaders for the time newsletter. Women are active listeners. Women know when it's time to listen and tend to be more empathetic than men; Women tend to be more social. Studies show that women are more social than men, leading to higher rates of effective collaboration and creativity within a business. And also extremely social with technology, Women are plugged into current events. Women are more likely to stay up-to-date with the news and apply it to clients and workplace issues, Women are more effective in group settings. Women aren't afraid to speak with others about issues and stress. The "big picture" is more in-focus for women leaders. While men typically focus on money and larger gains, women tend to focus on the bigger picture and be more risk averse. /Claire Shipman Thursday, May 14, 2009/

One of public relation director during the interviewee mentioned that in my observation women are good communicators and have capability of handling issues committed. As a weakness mostly women fear expressing their idea in front of people, the profession needs self-confidence and good expression of ideas.

Women have a lot of strength and which can make them to be considered as a model for public relation. On the first idea women do things by shouldering responsibility with a very strong commitment. Secondly women is social person that she had a very attractive approach to communicate people and other communicators. Thirdly Women can do things with a great tolerance, concern and openness. When women are leader they lead group or department as if they are mother of department and most of the approaches politely.

One of the participant in of focus group mentioned that Women have good competency due to planned managing system better commitment than men. The other point is that women have better communication skill and patience this one of the quality, According to the participant the best quality of the women in this field is loyalty that is the profession is politically sensitive comparatively women are free from corruption, and also spent more time in their work.

In general women are responsible, committed, flexible, sociable, honest, tolerant or patient and mother of the department. These qualities are important for the PR profession. Because of these the finding show that women are capable in doing profession as an expert as well as manager/leader/.

Because of women leader is mother there would be no immediate direction making and punish their staff disobedient staff and then for those who can't respect the rules and regulations, Secondly women by themselves give chance for cultural influence and frustrate to stand and exposed in front of many people and exposed for public. Women have information gap because of social role they shoulder, give attention and priority for domestic burden rather than following media attentively.

Female public relations leaders usually combine both masculine and feminine characteristics in managing their subordinates, but their leadership style tends to be more transformational than their male counterparts (Aldoory 1998). In regards to protégés, women leaders extend more of a friendly mentorship role to other women (Pompper & Adams 2006). Male leaders in public relations, on the other hand, offer advice about advancement and career success (Pompper &

Adams, 2006). Wrigley (2003) says this has to do with the “Queen Bees” that emerge and feel threatened by helping another woman move up the career ladder for fear of hurting themselves and their profession.(M.JANUS ,2008:p.24)

The opportunities and supports to balance gender composition

To increase the participation of women in the field contribution GCAO has grate role. The Empowerment mechanism expected from GCAO. Implementation gender focused policy such as affirmative action and monitoring vital.

According to the director ministry of government communication affair has a right to allocate public relation director and assistant director of PR through the proclamation number 158/2001. If the minimum requirement is fulfill that is BA degree, certificate of public relation training given by federal government communication affairs, and six year experience among that three year leadership experience the chance of allocation will be accepted and used affirmative action. And also currently the ministry gave a chance of higher education at Addis Ababa University for seven women in MA level.

Communication is important for the societal development the participation of women is exciting in order to develop the sector. The ministry is currently tied to prepare the directives through job evaluation grading so assigning of directors in federal institutions will be in to account for the future.

The main problem is that the number of women is few, therefore women must be encourage for the development of the sector through on job trainings and higher education level. Based on interviewee the ministry of Federal Communication Affair tries to balance gender composition training some educational opportunity which are specially presented for women. Public relation Director’s, Assistant head of PR, senior, middle experts and junior experts of PR in selected organizations were parts of the interview.

In general Changing attitude to women’s in the public relation field and leadership and participation, Dealing with constraints on women’s time and mobility , Encouraging and supporting women to take up leadership roles and Training and skills development is essential

Discussion

The researcher found out women participation is affected by different factors that results the unbalanced gender composition in federal institutions, culture, attitude organizational culture and gender focused public service policy can be mentioned

The social culture affects the participation of women in PR profession. According to Edward Taylor 1879 culture is the complex whole which includes knowledge benefit art law custom and other capabilities and habit acquired by man as a member of the society .as a total of material and observable the early experience of Ethiopia continues by undermining women as if women are incapable of doing different tasks .this supported by the evidence in which the researcher find out from the interviewee while conducting the in-depth interview and focused group discussion to full fill this research .As the findings indicates the cultural influence tend to promote gender discrepancy which resulted in challenging on the character feminine as if they cannot perform well.

Attitude: as the findings indicate attitude matters on the participation of women in the PR profession. There are attitudes towards the profession needs political involvement and women are not capable in the political activity

Culture

Because of this cultural trait female and male has a given role value economic and political position. Human beings can be borne by being male or female which is biological but, when somebody growing up he or she grown up by studying what he must do and what she must do's and don'ts which identify demarcation of division of labor and social role. The practice will be seen with their own rounding social family the male from his father and the female from her mother. Because of this their gender role is based on the practice they have seen from their family and surrounding social practice.[ibid]

Lack of equal attention: The top level managers or leaders do not have equal attention for the public relation as other department and there is no equal professional value as others.

Existence of unstable leaders: there is frequent change of polemically assigned leader in the sector especially in federal government communication affairs, which causes leaders can't understand the sector. Uncompleted reform:

The reform which is started in country wise is not completed therefore the change is not progressed as expected, Unrelated field The political leaders on the public relation department are assigned without their profession , the right person for the right place is not working , Less accountability: there is no strong accountability system in the profession

The attitude of immediate boss and top level management, as if they assigne the women to fulfill number, they donot persive women can do better. Leading do nopt accept the women as a leader, rather they will disobidient . Culural influence which is inherited from generation, The social practice of society that the roles power and value given to the women

Gender compossission

According to the data which is compiled from the ministry of cominication affairs the 2010 regestration the number the number of women is 24.4% of the total number .eventhough, the participation of women in2010 becomes improved ,it still less than men which is 75.6% from the total population.

The feminist theory views and promote the reserch fingding of the feminist public researcher's finding disparities faced by women in pay work roles and promotion. Despite the number of women employed and attempted to assert the feminization of this carrier was not synonymous with its decay. Since other occupations in which women predominate , such as nursing teaching and public relation as it is to promote a great women because these are viewed as less prestigious and less valuable than those men predominated such as science or engineering. (Rakow and Nastasia p. 260).But in our country this is not true, the five year trend analysis shows the number of women is less than men in the PR professionals. It would rather falsifies the feminist theory Here in Ethiopia the public relation profession is not less prestigious and which is not considered as the women's' carrier.

Chapter Five

Summary, Conclusion and Recommendation

Summary

In western and America the participation of women is more than 70 % , it show that women dominate the sector, since the first use of its basic Feminization played, and is playing, an influential role in the field's development. Female public relations practitioners have gained more respect and have been presented with greater professional opportunities, but there is still room for improvement in the way female practitioners are viewed and treated.

Public relation is a recent phenomenon in Ethiopia. It is essential for the development and image building of the institution as well as the country as a whole. Although women are a part of society and near to communication issues, the participation of women is limited through different factors. This research tied to find factors which women PR in federal institution.

The research used quantitative method for numerical data such as demographic data and qualitative method. In-depth interview and focused Group discussion was the tool of the research affect the participation Attitude ,Cultural influence , fear reproductive role , lack of equal attention and access of education and lack of information is some of the finding as a factor which affect the participation of women in the field. Therefore, it is essential that male and female practitioner's alike work toward equality

Conclusion

Although the Public Relation position evolved very recently, there are different factors that affect women participation in PR position. Among these factors; educational background, culture, organizational environment and Ethiopian civil service gender focused policy implementation are mentioned.

According to the response of interviewee and focused group discussion; the participation of women professionals and managers cannot reflect their quality effort, and skill because of different factors Such as less educational background and opportunity comparing with man in the field, cultural constraints organizational environments and attitude of immediate boss. In addition, Women participation in the public relation position is affected by Human resource management officers and attitude of immediate boss the profession did not get attention to empower woman by using the affirmative action and recruitment criteria on the ministry level.

Ministry of federal government communication affairs have 161 institutions in its structure, there are 499 public relation professionals among that 122 are women the rest 377 are men. Here we can conclude that there is unbalanced gender composition.

Structures, rules, declarations, on job trainings can be taken as an opportunity for women's participation in the public relation. But educational opportunity is the base for everything though, attitude, lack of gender response, the existence of unstable leaders and assignment of leaders without profession taken as the factors that affect women participation in the public relation.

Recommendation

After looking the conclusion the researcher recommends the following

In order to empower woman in public relation experts and managerial position, women practitioner should empower themselves by continuous professional development.

A panel discussion among the PR practitioners, higher institutions, media and public should be educated about how to improve the representation and role of women in Ethiopian government and public relation practice.

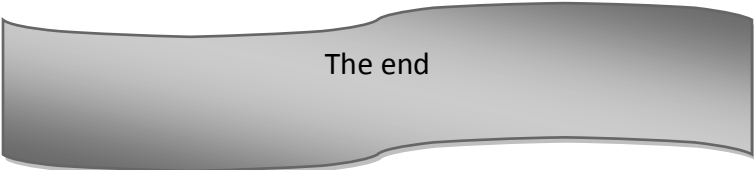
To change an attitude of public human mentality through different trainings and public discussion

It is advisable to take an experience from western and some African countries like South Africa about the role of woman in public relation

The chance of educational opportunity for women at higher level is vital

Improve the public service gender focused policy and the Recruitment criteria of employment of public relation professionals and managers. More women should be allowed to join government and private sector

The ministry shall give priority for women while appointing and employing PR and balance gender composition educational opportunity for women. Strengthen the technical capacity of women to implement schemes, Affirmative action is needed to empower women.



The end

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Appendix I

Addis Ababa University, School of Journalism and Communication, department of Public Relation and Communication Strategy, interview guide to for MA thesis to be administered for public relation professionals and directors as well as for focus group discussions.

1. How long do you stay in field?
2. What are the opportunities and traits to contribute for the development of the public relation profession
3. How do you describe gender balanced composition within the organization in the public relation director as well as expertise level?
4. Can you mention the reason for the unbalance the gender composition as an expert?
5. When you want to be promoted to the better position, what are the difficulties or problems you face? Why do you think these are your challenges?
6. Have you ever got on job training and education opportunities given in the field? If your answer is yes, when, where and on what condition?
7. According to your organization, what are the weaknesses and strengths observed on women professionals and managers/head/?
8. As a women and public relation professional can you say that you have faced problems specially gender bias? Can you mention it?
9. How do you describe the management system of female PR managers?
10. What are the factors that affect women participation in PR position?
11. In general what is your recommendation surmount professional responsibility and contribute more?

Appendix II

Addis Ababa University, School of Journalism and Communication, department of Public Relation and Communication Strategy, an interview to Fulfill MA thesis administered for EFDR government communication affairs minister office and directorate general of image building and instructional relation director

1. What are the factors that affect women participation in PR position?
2. How many PR managers and experts are male and female?
3. What are most the serious problems observed in the field?
4. What is the role of women public relation in our country? Especially in federal organization?
5. What is the contribution of the ministry to empower women Public relation?
6. What is the reason for the unbalanced gender composition in the position?
7. According to your outlook what are the weakness and strength seen on women public relation heads?
8. What the opportunities and supports to balance the composition?
9. What are difficulties to get on women decision making position? And what do you recommend to solve the problems?

Appendix III

Addis Ababa University, School of Journalism and Communication, department of Public Relation and Communication Strategy, a question administered for focus group discussion interview to Fulfill MA thesis administered for EFDR government communication affairs minister office and directorate general of image building and instructional relation director

1. How do you describe the commitments and management system of women in public relation?
2. How do you describe gender balanced composition within the organization in the public relation director as well as expertise level?
3. Can you mention the reason for the unbalance the gender composition as an expert?
4. According to your organization, what are the weaknesses and strengths observed on women professionals and managers/head/?