

**WOMEN FOOTBALL PREMIER LEAGUE IN ETHIOPIA AND ITS
CONTRIBUTION TO THE NATIONAL TEAM**

BY

ASNAKECH ENDALE

**A THESIS SUBMITTED TO THE SCHOOL OF GRADUATE
STUDIES OF ADDIS ABABA UNIVERSITY IN PARTIAL
FULFILMENTS OF THE REQUIREMENTS FOR THE DEGREE OF
MASTER IN SPORT SCIENCE**

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APPROVED BY BOARD OF EXAMINERS

Chairman, Department

Graduate Committee

Signature

Advisor

Signature

Examiner

Signature

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Abbreviations

FIFAFederation Internationale de Football Association

BBC British Broad cast corporation

FAFootball Association

IOCIInternational Olympic Committees

IFABInternational Football Association Board

TVTelevision

UEFAUnited England's Football Association

CAFConfederation of African Football

EFFEthiopian Football Federation

NOC'sNational Olympic Committees

NFFNational Football Federation

WPSWomen's Professional Sport

U N I - A T F S D PUnited Nations Inter-Agency Task Force on Sport for
Development and Peace

Abstract

Football is the most popular sport worldwide and the number of female participants is growing rapidly and undergoing constant transformation. Although, it is now claimed to be the fastest growing sector as worldwide football and its popularity is continuing into the foreseeable future. And the popularity of football has certainly led to its development among women. Ethiopian football federation started women football premier league since 2004 E.C. and this year (2006) 17 clubs are being participated in the league. The number of young girls deciding to professionally take up football; indeed, it is a good step forward when it is compared to past history of women football. But still it faced barriers and need improvement regarding attitude towards women's participation in football, but this research tries to identify the contribution of the league to the national team, measure the degree of motivation on players and juniors, assessing the development of women's participation in football finally problems that hold back its contribution and development. And both primary and secondary data was used to collect information related to women football and 184 respondents are participated. Federation officials, Football Fans, Sport Journalist, women Premier league Coaches, Players of women premier league are sample population and document review were collected as secondary data. Sport can be an important tool for social empowerment through the skills and values learned, In addition to its beneficial effects of regular participation in sport and physical activity the beginning of football premier league in Ethiopia creates a good opportunities to the development of women participation, improved the degree of motivation on players and who wants to be a players in the future. Because it used as a means to player's enjoyment, ball skill improvement, insight the nature of the game, and fitness development; as well as it gives chances to the players to show their talent, test their skills and improve their performance thorough participation in the league of football. And the majority of the national team players also obtained from premier league participant clubs and it used as a good source of player to the national team. But findings showed the negative attitude towards women's football continue to exist within various sectors of the society in Ethiopian. Such attitudes reflect a society that is not entirely prepared to embrace the women's game also this research revealed that, players performance can be affected by different factors like uncooperativeness of the federation with clubs; lack of support and cooperation from parents and the community; lack of player's motivation and commitment are among the majors. This should be the main concern of the federation and should work in collaboration with clubs officials, Medias and different stakeholders to improve its contribution.

KEY WORDS: - (contribution, participation, development, premier league,)

Addis Ababa University
School of Graduate Studies
Faculty of Life Science
Department of Sport Science

Questionnaire

Dear respondents'

The purpose of this questionnaire is to gather data regarding the contribution of women's premier league to the national team and the development of women's participation. This study would not affect any body in any case. However, the findings of this study and recommendations forwarded are believed to provide valuable inputs for the contribution of women's premier league. Therefore, the pieces of information you kindly and honestly give, help the researcher to reach on the success of the study.

Note

1. No need of writing your name
2. Where alternatives answers are given, please put "X" mark in the blank against your choice

Thank you for your cooperation

Part I. General Information

1. Sex: a) Male _____ b) Female _____

2. Age in years: _____

3. Qualification:-

A) Diploma _____

B) First Degree _____

C) Second degree _____

D) Other _____

Part II.

Instruction: - Listed below are some practices expected to be carried out by the concerned body of women’s football. Please shows the extent to which these practices are being carried out by putting “X” mark in one of the alternatives.

Rating: - 1= Strongly Disagree, 2 = Disagree, 3 = Undecided, 4 = Agree, 5 = Strongly Agree

No	I. In Defining and communicating Vision and goals of women’s football. The federation:-	Responses				
		SD	D	UD	A	SA
1	Set a realistic, need based and workable vision and goals					
2	Invite and participate stakeholders in goal setting					

3	Communicate the vision and goals in order to create understanding and shared value among the stakeholders					
4	The vision and Goals is focused on improvement of women's football					
5	The vision and Goals consider the development of women's participation in football					
	II. Ethiopian Football Federation and women football premier leagueplaned to:-					
6	Increase women participation					
7	Improve the level of the league					
8	Increase attendants (spectators)					
9	Commercialize the league					
10	Improve the performance of the players					
11	Increase incentives and rewards to the players					
12	Expand women's football to the community					
13	Motivate and trained youngsters					
14	Produce professional football players					
15	Build strong national team					

	III. Factors Affecting women's football					
16	Lack of adequate resource					
17	Lack of courage and endurance					
18	Lack of spectators and supporters					
19	Lack of players motivation and commitment					
20	Criteria of selection players to the national team					
21	Lack of interest because of Low incentives' or/and reward					
22	Personal quality of the coach and acceptance by the players					
23	Lack of support and cooperation from parents and the community					
24	Lack of support and cooperation from the government					
25	Lack of training, preparation, and organized form of competition					
26	Conflict and Uncooperativeness of the federation					
27	Being closely associated with a professional men's football team					
28	Conflict and Uncooperativeness of the players to team work					
29	Poor relationship among regional federations and national federation					

	IV. Women's football premier league in Ethiopia and its contribution					
30	Improve women's participation in sport					
31	Used as source of players to the national team					
32	Create good opportunities for the development of women's football.					
33	Create economic benefit					
34	Attracting women to come and watch the game or support the club					
35	Improve the performance and skill of the players					
36	Contribute to build strong national team					
37	Motivate juniors to take part on the game of football.					
38	Improve the health status of the participants					
39	Facilitates long period to see players performance and improvement through the league					
40	It can be a good alternative and used as an amusement to the community					
	V. Decision and evaluation process of the Federation					
41	Evaluate each game of the league					
42	Evaluate the referees decisions of each game					

43	Evaluate the referees performance in each game and seasons					
44	Evaluate each season program accomplishment					
45	Evaluate players performance in every game					
46	Nominate players to the national team every seasons					
47	Work cooperatively with staff for solving problems and making participatory decisions					
48	Empower all stakeholders and the community in different decision making process					

APPENDIX- B

Open ended and interview questionnaires

1. What will be the contribution of women football league to the national team?_____

2. How you camper the contribution of the league in relation to the previous (before the league being started)?_____

3. What are the factors thatpreventing women’s from being participant in sport?_____

Declaration

I here declare that this thesis is my original work and has not been presented for the fulfillment of a degree in any University and all sources of materials used the thesis have been duly acknowledged.

Declared by:

W/roAsnakechEndale

Student

Signature Date

ID No. GSE/1339/11

Confirmed by:

Ass.pr. Mebratu Belay

Advisor

Signature Date

Chapter One

1. Introduction

1.1 Background of the Study

Football is the most popular sport worldwide and the number of female players is growing rapidly and undergoing constant transformation. The popularity of football is growing quickly and there seems no doubt that this will continue into the foreseeable future. But In most societies, sport has traditionally been regarded as male-dominated and male-centered, leaving little space for women to enter into, thrive or succeed. Pirinen, R, (1997). Women's football has been somewhat at odds with the male dominance that 'has surrounded football in world for so long' (Bairner 2000, p.102).

Reid (2004, p.58) argues that in world 'sport is a sphere of popular culture through which women have encountered the gender apartheid that is still characteristic of the economic, social and political life of a nations'. For males, achieving success in sport reinforces and promotes their masculinity; whereas for women achieving success in sport is often considered as having rejected feminine values.

An expansion of sports now opens to women and increases the number of women entering into traditionally all-male sports. However, the expansion of the women's game is being hindered by various barriers, many of which are rooted in cultural attitudes. Public awareness of the women's game is still limited; but it has been boosted by television coverage of domestic and international games, Football has traditionally been seen as a male sport, and the women's game has to deal not just with indifference but actual hostility. There are deeply entrenched cultural attitudes to the game, and breaking down the barrier is a slow process.

It is clear that women enjoy playing just as much as men and the only reason for the difference in numbers participating has been the culture and the lack of opportunity to start playing at primary school and beyond. It has been recognized in recent years that participation in sport by people of all ages improves health and well-being. It is clear that women's football is a sport with enormous growth potential.

Women's football in Ethiopia has developed in the context of a society although it is now claimed to be the fastest growing sector as worldwide football. In addition to being played by professionals. This overall popularity of football has certainly led to its development among women. Although the tradition of female football is far shorter when compared to that of male football, the number of young girls deciding to professionally take up football is nevertheless increasing in Ethiopia. Ethiopian football federation now started women football premier league since 2004 E.C. And 5clubs (2004), 14clubs (2005) and 17clubs (2006) are participated and being participated in the league.

Indeed it is a good step forward when it is compared to past history of women football but still it faced barriers and need improvement regarding attitude, clubs participation criteria and time schedule etc. so that the main purpose of this research is to identify its contribution to the national team of Ethiopia in relation to the previous (before the league being started), to measure the degree of motivation (because of the league being opened) on players and who wants to be a players in the future and to assess the good opportunities of the league on the development of women's participation as well as to find out problems that hinder its contribution and development.

1.2 Statement of the Problem

“It gives me great pleasure to see the number of women playing football all over the world increasing. As I have always said, football truly is a game for everyone.” (FIFA President Joseph S. Blatter)The popularity of football is growing quickly and there seems no doubt that this will continue into the foreseeable future.

The men's worldwide professional game may well be the inspiration for the majority of youngsters but it is the pleasure and satisfaction from playing that makes the game so attractive. It is clear that women enjoy playing just as much as men and the only reason for the difference in numbers participating has been the culture and the lack of opportunity to start playing at primary school and beyond. It has been recognized in recent years that participation in sport by people of all ages improves health and well-being. It is clear that women's football is a sport with enormous growth potential.

The Ethiopian football federation has started women football premier league since 2004 and in this year (2006 E.C) 17 clubs are being participate in the league. And also the league being develops in the context of a society and it is become widely accepted game among people of all ages as worldwide football. Indeed it is a good step forward when it is compared to past history of women football and this overall popularity of football has certainly led to its development among women. But still it faced challenges and need improvement regarding time schedule, Clubs participation and players nomination criteria etc. However the main purpose of this research is to identify its contribution to the national team, to measure the degree of motivation on players and who wants to be players in the future; and to assess the good opportunities of the league to the development of women's participation.

1.3 Research Questions

Considering women football premier league and development of participation in football; this research has the following basic questions to be answered:-

1. What will be the contribution of the league to the national team?
2. What will be the degree of motivation on participants (players)
3. What will be its contribution to motivate and attract juniors?
4. What opportunities may deliver to the development of women's football as well as women's participation?

1.4 Objectives of the Study

1.4.1.General Objective

To assess the major contribution women's football league to the national team and development of women's participation.

1.4.2.Specific Objectives

1. To identify the contribution league (women football premier league) to the national team of Ethiopia.
2. To identify the degree of motivation on players and who wants to be a player in the future.
3. To assess the good opportunities of the league to the development of women's football and participation.

1.5 Significance of the Study

This study may have the following significance.

1. It may create awareness and common understanding in women football premier league.
2. It may help to understand the contribution of the league to the national team.
3. It may help to examine the gap between what is theoretically forwarded by various authorities and the existing practices of women football.
4. It may create good opportunities for the development of women's participation on the game of football.
5. It may motivate juniors to take part on the game of football.
6. It may serve as additional reference for further research work.

1.6 Delimitation of the Study

This study was delimited to only women football premier league and its contribution to women football national team of Ethiopia. The numbers of women football premier league are seventeen. Women football premier league encompasses many issues, but this study mainly focused on women football premier league and its contribution to women football national team of Ethiopia.

1.7. Limitation of the Study

This study was limited with lack of necessary reference materials especially in Ethiopian context. To overcome this problem the researcher was used unpublished materials. Uncooperativeness of peoples in some selected samples to respond the questionnaires and returned back on time were another problem that the researcher faced. To minimize this problem special attention and all the necessary effort were paid to collect the questionnaires cooperatively with the respondents.

1.8. Definition of Terms

Team organization: -This refers to the allocation of defensive and attacking duties by individual position and by line, and the relationships between these positions and lines.

Coach: -The coach is a specialist in technical and tactical training and in psychological and physical development. His tasks may also be extended, depending on his particular skills to prepares them for better performance and results

Coaching: -The term covers everything involved in the work of the coach: training and developing, directing, advising and correcting players and helping them to progress. Good coaching relies on anin-depth knowledge of psychology and pedagogy; its aim is to optimize the performance of the team and to develop the full potential of each player.

Coaching staff: - The non-playing parts of the team, such as the coach and masseurs

Manager: - The manager is responsible for managing and organizing the club in such a way that the agreed operational objectives are achieved. In addition, he is responsible for the performances of the team and must account for his actions to the club's directors/senior management.

League champions: - The top team of the league (meaning the top team in the top division) at the end of the season. Usually the most prestigious title in the country

Scout:- A member of staff whose job it is to find new players for the club, for example by watching matches in lower divisions and trying to spot good players (especially young ones) to buy

National team: - Team that represents the whole country, e.g. the teams that compete in the world cup

Participation: - Is being a player, competitor or person who physical undertakes the activity.

Coaching: - Is a teaching or training process in which an individual gets support while learning to achieve a specific personal or professional result or goal

1.9. Organization of the Study

This study has five chapters. The first chapter deals with the background of the study, statement of the problem, objective, significance, delimitation, limitation and organization of the study. The second chapter presents the review of related literatures. The third chapter focuses on the research design and methodology. The fourth chapter deals with the data presentation, analysis and interpretation, while the fifth chapter presents the summary, conclusion and recommendation.

Chapter Two

Review of related literatures

2.1. Characteristics of football game

Football, commonly known as Association football, is a sport played between two teams of eleven players with a spherical ball. It is played by 250 million players in over 200 countries, making it the world's most popular sport. The game is played on a rectangular field with a goal at each end. The object of the game is to score by using any part of the body besides the arms and hands to get the football into the opposing goal. (Wikipedia, the free Encyclopedia)

The goalkeepers are the only players allowed to touch the ball with their hands or arms while it is in play and then only in their penalty area. Outfield players mostly use their feet to strike or pass the ball, but may use their head or torso to strike the ball instead. The team that scores the most goals by the end of the match wins. If the score is tied at the end of the game, either a draw is declared or the game goes into extra time and/or a penalty shootout depending on the format of the competition. The Laws of the Game were originally codified in England by The Football Association in 1863. Association football is governed internationally by the International Federation of Association Football (FIFA)

Association football is played in accordance with a set of rules known as the Laws of the Game. The game is played using a spherical ball known as the football (or soccer ball). Two teams of eleven players each compete to get the ball into the other team's goal (between the posts and under the bar), thereby scoring a goal. The team that has scored more goals at the end of the game is the winner; if both teams have scored an equal number of goals then the game is a draw. Each team is led by a captain who has only one official responsibility as mandated by the Laws of the Game: to be involved in the coin toss prior to kick-off or penalty kicks. (Laws of the Game 2010/2011 FIFA)

The primary law is that players other than goalkeepers may not deliberately handle the ball with their hands or arms during play, though they do use their hands during a throw-in restart. Although players usually use their feet to move the ball around, they may use any part of their body (notably, "heading" with the forehead) other than their hands or arms. Within normal play, all players are free to play the ball in any direction and move throughout the pitch, though the ball cannot be received in an offside position. (Laws of the Game 2010/2011 FIFA)

In typical game play, players attempt to create goal-scoring opportunities through individual control of the ball, such as by dribbling, passing the ball to a teammate, and by taking shots at the goal, which is guarded by the opposing goalkeeper. Opposing players may try to regain control of the ball by intercepting a pass or through tackling the opponent in possession of the ball; however, physical contact between opponents is restricted. Football is generally a free-flowing game, with play stopping only when the ball has left the field of play or when play is stopped by the referee for an infringement of the rules. After a stoppage, play recommences with a specified restart. (Laws of the Game 2010/2011 FIFA)

The Laws of the Game do not specify any player positions other than goalkeeper, but a number of specialized roles have evolved. Broadly, these include three main categories: strikers, or forwards, whose main task is to score goals; defenders, who specialize in preventing their opponents from scoring; and midfielders, who dispossess the opposition and keep possession of the ball in order to pass it to the forwards on their team. Players in these positions are referred to as outfield players, in order to distinguish them from the goalkeeper. These positions are further subdivided according to the area of the field in which the player spends most time. (Laws of the Game 2010/2011 FIFA)

The number of players in each position determines the style of the team's play; more forwards and fewer defenders creates a more aggressive and offensive-minded game, while the reverse creates a slower, more defensive style of play. While players typically spend most of the game in a specific position, there are few

restrictions on player movement, and players can switch positions at any time. The layout of a team's players is known as a formation. Defining the team's formation and tactics is usually the prerogative of the team's manager. (BBC Positions guide " 2005)

2.2. Ancient history of football

The history of soccer or associated football evolved from different parts of the world, as many people had their own version of kicking a ball with the feet. Though the games differed, the concept was the same when one looks at the history of soccer: kicking the ball with the feet. Every continent has its share in soccer history and may be why soccer is loved around the globe. According to the (FIFA) the history of soccer began with the Chinese the "very earliest form of the game for which there is scientific evidence was an exercise of precisely this skillful technique dating back to the 2nd and 3rd centuries B.C. in China." Participants in this game used a ball filled with feathers. However, other countries and kingdoms had their versions of soccer. Japanese players juggled a ball in the air with each other like "hacky-sack," without letting it touch the ground in 600 AD.

In addition, the Romans had games called Harpastum, which was similar to soccer. Eventually the history of soccer can be traced into different forms being played in Medieval Europe. This type of soccer goes down in history as being called "Mob Football." It was loved by the people, but hated by authorities who sometimes opposed the games. Thus, many credit the history of soccer to Great Britain. Having started around 800 AD in England, this form of Rugby grew so popular to the point that King Edward II banned the sport in the 1300s. Still the game of soccer survived and grew even more; even to the point that history shows it evolving worldwide in the 1800s. In the late 1800s, the history of soccer took an interesting turn. Rugby, the forerunner of American football, was also very popular and it too spread to other countries from travelers, traders and sailors during the Industrial Revolution.

2.2.1. Ancient History of Women's Soccer

Women have well been playing "football" for as long as the game has existed. Evidence shows that an ancient version of the game (Tsu Chu) was played by women during the Han Dynasty (25–220 CE). Two female figures are depicted in Han Dynasty (25–220 CE) frescoes, playing Tsu Chu. There are, however, a number of opinions about the accuracy of dates, the earliest estimates at 5000 BCE. Reports of an annual match being played in Scotland are reported as early as the 1790s. The first match recorded by the Scottish Football Association took place in 1892 in Glasgow. In England, the first recorded game of football between women took place in 1895. www.fifa.com

The first written document on the topic of soccer was discovered in a Chinese war manual that dates back to 300 BC. This document familiarized men with this ancient version of soccer, which consisted of kicking a ball into a hole in a piece of cloth, which was tied between two poles. The ball was made of stuffed leather or pig bladders. There is no solid proof that women played soccer too, but there is a clear reference present, which is often used to signify the beginning of women's soccer history. In the middle Ages there are fewer references about women playing soccer compared with their male counterparts, but a few famous examples do exist in women's soccer history. www.fifa.com

12th century French women have been reported to play soccer side by side with their husbands. Moreover, amongst Scottish women there was an annual competition around Mid-Lothian, Scotland. In the early eighteenth century, female soccer games were played as an annual ritual between married and single women in Scotland.

Female soccer became increasingly popular during World War I when games were organized by factory workers in England to raise money for charity (Williamson 1991). In 1921, however, the English Football Association first decided that permission was necessary for clubs to organize female soccer games and later

forbade females from playing soccer stating that it was “quite unsuitable for females and should not be encouraged” (Williamson 1991).

The ban on female soccer was not lifted until 1971. Today, female soccer is one of the fastest growing sports and has 26 million participants around the world. Soccer is often considered a male-dominated sport in terms of both participation and support. This is partly due to the masculine image of sports generally and soccer in particular. Female participation, however, has existed nearly as long as soccer itself as noted by Murray (1996), Williams (2002) and FIFA (2003). Although the English Soccer Association (FA) banned women from playing at all grounds it controlled until 1970, women’s soccer leagues were formed in Italy and Germany in the 1930s, and the first women’s national team was created in 1950 by Italy.

Formal international competitions were begun in Europe in the early 1980s. In 1991, FIFA held the first Women’s World Cup (nearly 60 years after the first Men’s World Cup), followed by the first Olympic competition in 1996. Women’s soccer has always been overshadowed by men’s soccer, even though its popularity has grown steadily towards the end of the 20th century. However, women’s teams are determined to keep the trend going, and with the way things are currently moving it is not ruled out that someday soccer will come on par with sports like tennis, volleyball, and handball in terms of female popularity. www.fifa.com

2.3. Modern History of Soccer

In 1815, a major development took place that made soccer popular in Universities, Colleges and Schools. The popular English School and Eton College came forth with a set of rules, known as the Cambridge Rules.

Football was segregated into two groups; some colleges and schools opted for Rugby rules that allowed tripping, shin kicking and also carrying the ball. These rules were exclusively prohibited as per the Cambridge rules.

The history of modern-day soccer was established in 1863. In October 1863, eleven representatives from London clubs and schools met at the Freemason's Tavern to set up common fundamental rules to control the matches amongst themselves.

The outcome of this meeting was the formation of the Football Association. In December 1863, the Rugby Football and Association football finally split as the supporters of the Rugby School rules walked out. Soccer (association football) emerged from a meeting in 1863 of the London Football Association (FA), when the game of Rugby football (played with both feet and hands) and soccer (played just with feet) were distinguished. By this point in soccer history, the game evolved into only being played in universities and schools, but the game had its first set of rules created by the FA. But in the next decade, soccer became popular with the blue-collar work of Britain and therefore the game grew even more. The first soccer cup was the FA Cup in 1871, and helped to increase the fan base. 1872 marked the first international competition, when all-star teams from England and Scotland met for the first time (still the oldest soccer competition to date).

Scottish footballers from this first meeting were soon to join British soccer clubs after a draw match. Professional players were first recognized for soccer by the FA in 1885, as soccer history evolved even more. The laws or rules of soccer are determined by the International Football Association Board (IFAB). www.fifa.com

Apparently, soccer spread from England to the rest of the world, and gaining so much popularity that a worldwide association needed to be arranged to organize the sport. FIFA was formed in 1904, and it was the start of a new history for soccer. Seven European soccer associations from Denmark, France, Spain, Belgium, Switzerland and the Netherlands met in Paris, France and began FIFA. FIFA's headquarters eventually were established in Geneva, Switzerland in the 1930s.

By this time, professional soccer leagues were in many countries throughout the world. Today, football is played at a professional level all over the world. Millions of people regularly go to football stadiums to follow their favorite teams, while billions more watch the game on television or on the internet. A very large number of people also play football at an amateur level. According to a survey conducted by over 240 million people from more than 200 countries regularly play football. Football has the highest global television audience in sport. (FIFA published in 2001)

In many parts of the world football evokes great passions and plays an important role in the life of individual fans, local communities, and even nations. R. Kapuscinski says that people who are polite, modest or even humble in Europe fall easily into rage with playing or watching soccer games. Kapuscinski, Ryszard (2007). The rules of association football were codified in England by the Football Association in 1863 and the name association football was coined to distinguish the game from the other forms of football played at the time, specifically rugby football. (Mazumdar, Partha 2006) Firmly establishing the foundation of soccer in 1869, the Football Association strictly banned any kind of handling of the ball. Soccer's popularity spread rapidly during the 1800s as British sailors, traders and soldiers introduced the sport to different parts of the globe. Italians, Austrians and Germans drew to Europe, while Argentina, Uruguay and Brazil adopted the sport in South America. FIFA was established in the year 1904 and by early 1930s; different leagues were operating from various countries. FIFA is credited with organizing the first world cup in Uruguay.

The history of soccer is rich with events, development and its growing craze all over the world. The first World Cup was therefore held in 1930. There have been 18 FIFA World Cup tournaments as of 2006, as soccer has grown even more in popularity over the last eight decades. It is estimated that billions of people around the world watch soccer game on TV or in-person.

Many play soccer at an amateur and professional level, as well. FIFA estimates that 240 million people play soccer regularly in more than 200 countries. This is why soccer is claimed by many to be the most popular sport in the world. (FIFA Survey 2006)

2.3.1. Modern history of Women's football

The history of women's football has seen major competitions being launched at both the national and international levels. Women's football has faced many struggles throughout its history. Women's association football (Women's soccer) is the most prominent team sport played by women around the globe. It is played at the professional level in numerous countries throughout the world. Women have been playing association football since the first recorded women's game in 1895 in North London. It has traditionally been associated with charity games and physical exercise, particularly in the United Kingdom. (Gregory, Patricia 2005).

The growth in women's football has seen major competitions being launched at both national and international level mirroring the male competitions. Women's football faced many struggles throughout its fight for right. It had a "golden age" in the United Kingdom in the early 1920s when crowds reached 50,000 at some matches. (Alexander, Shelley 2005). This was stopped on 5 December 1921 when England's Football Association voted to ban the game from grounds used by its member clubs. The FA's ban was rescinded in December 1969 with UEFA voting to officially recognize women's football in 1971. (Gregory, Patricia 2005). In the early eighteenth century, female soccer games were played as an annual ritual between married and single women in Scotland. Female soccer became increasingly popular during World War I when games were organized by factory workers in England to raise money for charity (Williamson 1991). In 1920, for example, a game was played with a crowd of 53,000 people in the stands (News ham 1997).

In 1921, however, the English Football Association first decided that permission was necessary for clubs to organize female soccer games and later forbade females from playing soccer stating that it was “quite unsuitable for females and should not be encouraged” (Williamson 1991). At the beginning of the 21st century, women's football, like men's football, has become professionalized and is growing in both popularity and participation.

From the first known professional team in 1984 to the hundreds of thousands of tickets sold for the 1999 Women's World Cup, support of women's professional football (soccer) has increased around the globe. In 2006, 448 female international games were played in 134 countries. Moreover; several countries have leagues with full-time professional players. For national teams, the FIFA Women's World Cup, the Olympic Games and the like are the most prestigious tournaments. (FIFA 2007)

2.4. Football in Africa

Without doubt football (that is, soccer) is the most popular sport in Africa. Indeed, football is probably the most popular sport in every African country. Football was introduced into Africa more than 100 years ago by the British, Belgian, French, and Portuguese colonialists. Football is also the most popular sport in most of Europe, so it is not surprising that European colonists introduced football in their colonies.

Football can be a very exciting game, but part of its popularity in Africa is a result of its accessibility. That is, unlike many team sports, it does not take much money or great resources to play football. All you need is a somewhat flat field cleared of rocks, four poles (or just four rocks) to serve as goal-posts and a ball (even a homemade ball made of local materials will do). Football is accessible because it can be played almost anywhere in Africa, and by almost any healthy young person.

Beginning more than 50 years ago football clubs began to be formed in many African cities. These clubs were most often sponsored by large companies or businesses or in some cases by government departments. So, for example, it was not unusual in larger cities for the police force, army, and railroads, to sponsor football clubs that would compete against each other and against clubs sponsored by large businesses. It was from these clubs that the best players were selected to become members of a national team.

Club football expanded with the coming of independence in many African countries in the 1960s. Some African countries were able to form an entire league of football clubs that competed over a long season to be crowned the league champion in their country. Each year the national champion teams from all over Africa compete for the African Club Champions Cup. In the past twenty years African football teams and players have gained a solid international reputation. Today, more than 100 footballers from all over Africa play on first division professional soccer teams in Europe, South America and in the United States. Beginning in 1970 the continent of Africa was given one guaranteed place in the World Cup championships.

Based on the great improvement in African football, by 1986 Africa was awarded two places, by 1998 Africa had four guaranteed places, and in May 2002 at the World Cup tournament hosted by South Korea and Japan the continent of Africa will be represented by five teams: Cameroon, Nigeria, Senegal, South Africa, and Tunisia. Only Europe and South America will have more national teams represented at the World Cup than Africa this is a clear testimony to the international importance of African football.

2.4.1. Women's football in Africa

Women's football in Africa can be divided into distinct historical periods. Football is one of several sports played by women in Africa with the sport facing several

challenges during development. Initially, seen as a male participant sport women have long held leadership and support roles within football in Africa.

(Peter Alegi 2010), has identified distinct time periods with the development of Women's football in Africa including, "emergence and development (1970s–1980s), growth and transition (1990s), and institutionalization (2000–present)." During the 1960s and 1970s, male football administrators across Africa were largely uninterested in supporting the development women's football teams. Though in Nigeria women teams were playing during the 1940s with the matches was reported in the national newspaper Nigerian Spokesman. These games featured women playing in shorts and were attended by a number of spectators.

Football has had to compete with a number of sports that are more popular with women across the continent, including track and field, netball, basketball, team handball and other sports. The masculine nature of football has proved a deterrent to women's involvement in football in Africa. (Peter Alegi 2010)

2.4.2. Football in the Horn of Africa

In international sporting circles the region is known more for athletics, with male and female runners from Ethiopia and Kenya in particular dominating the competitive circuits in middle and long distance running. Football remains the most popular sport, both for participants and spectators, though now many seem to prefer to watch European leagues rather than local competitions.

Overall, the Horn of Africa seems lie in a back water of global football currents. In the men's game, the national teams have not performed notably on the continent or beyond. Compared with West and North Africa, few players from the Horn make it to the professional leagues in Europe and beyond. Yet, the Horn is important to the history of African football as CAF was founded in Khartoum, Sudan in 1957, and Horn countries constituted half of the founding members: Sudan, Ethiopia, Egypt and South Africa. Indeed, an Ethiopian, Yidnekechew Tessema, was one of the founders of CAF and was a formidable force in African and international

sports until his death in 1987. Others from the region, including Farah Addo from Somalia and Dr. Abdel Halim Mohamed from Sudan, have also been central figures in CAF. (Martha S. 2011. Sweden)

Football has deep roots in the countries of the Horn of Africa – Djibouti, Eritrea, Ethiopia, Kenya, Somalia and Sudan. Ethiopia and Sudan were founding members of the Confederation of African Football. While neither the men's nor women's national teams in any of the countries of the Horn are highly ranked internationally, football remains extremely popular throughout the region. And more and more women are playing football whether in organized leagues, school tournaments, informal games, or grassroots programs. (Martha S. 2011. Sweden)

2.5. History of football in Ethiopia

Football is the most popular sport in Ethiopia. Although not one of the leading foot-balling nations in Africa, Ethiopia has produced some outstanding teams at both club and international level as well as some talented individual players. The games were being played thereafter between the area schools and the existing clubs mostly composed of foreign nationalities of Armenians, Greeks, Indians and Italians who were playing against themselves. There were no records as who first introduced soccer in Ethiopia and yet credit was given to these foreign nationals before the Italian invasion of Ethiopia.

The geographical exploration of Europeans in search of colony brought many to Ethiopia including of course the French sailors who played against selected players from Addis Ababa and lost 3 to 1 which was then considered to be the first international competition and to the surprise of the fans in this hard time, it brought them the greatest satisfaction of victory against an European.

Children all over the country continued to form their own teams in the neighborhoods with enthusiasm and ardently attached and absorbed in an interest for the game. There may have been teams formed but the commonly

called Arada area and of course due to its urban location considered to be the birth place of an organized soccer team named St. George Club.

It was then that the team started to play with the then organized foreign teams of Greeks and Armenians and was believed to win most of the games as most considered to have the power of St. George on their sides. These were indication where soccer was heading and pioneered by the first Ethiopian club in soccer barren country and initiating an Ethiopian past time cycle in history throughout all these times many of the tournaments between teams were held in the then available open fields of Filweha, Jalmeda and TaleyaneSefer. Young men traveled from one area to the others equipped with the goal posts and strangely enough played barefooted of which they loved and preferred.

As a result of the Italian invasion the newly introduced soccer game was temporarily terminated. The Sport Federation then continued its service and mobilized the Addis Ababa clubs to register under its office to compete the first recorded tournament on the same historic year 1942. At the time the clubs were the Ethiopian Giorgis, Armenian Ararat, Italian Fortitito, Greek Olympiacos and the English Military Mission. The game was played with round Robin tournament and the result was the English Military Mission, St. George, Fortitito, Ararat and Olympiacos.

Success and triumph got rhythm and rhyme, the Ethiopian past time fully developed in the 1950's and even extended its historic attachment to the African Championship, world and inter-continental competitions. The country from border to border joined in the effort of forming clubs in towns, cities and neighborhoods where it reached all provinces of the then divisional states of the country.

2.5.1. Women`s football in Ethiopia

Only Ethiopia, whose federation has concentrated its resources on its female national team following the poor performance of the men, and Ghana, bucked this

trend, and both thus reached the last four in Johannesburg. Since the beginning of the year when the women's team, nicknamed Dinkinesh the Amharic name for Lucy, began its successful run in pursuit of a 2012 Olympic berth, one blog, (Ethiosports.com)

Journalistic reports are a valuable tool for gaining basic information about the organizations, persons and histories involved in the women's game. The presence or absence of reports and the way they are presented can also indicate how at least one section of the community views the participation of women. Online versions also provide access to comments, which though extremely unrepresentative can provide other insights into the reception of the women's game and into the nature of the events related in the news piece.

2.6. Sport and Social Outcomes

There is a persistent myth a near-hegemonic belief concerning sport and society. It is a myth which purports sport to be a socio-positive, inclusive, and egalitarian meritocracy. The cultural strength of this myth is so strong, parents, players, coaches, scholars and fans tend to overlook the large number of problems associated with the culture of sports and the way we structure and run them.

When the utility of sport and its ability to produce socio-positive outcomes is examined, there is often a negation of the socio-negative aspects though a 'they do more good than harm' framework. Yet, there is no 'first do no harm' creed in sport. Rather, the mantra is generally 'won at all costs' despite the breadth and intensity of those costs. Paradoxically, social thinking on sports commonly attributes most sporting activities as desirable vessels for the building of self-esteem, the teaching of teamwork, and for delivering improved health to the individual and community, despite this paradigm's failure to prove this under empirical scrutiny.

Miracle & Reese (1994), for example, show that only a few kids seem to have their self-esteems raised in sport, and those who do largely do so at the expense of others. Similarly, rather than sports teaching kids to work together, they more

often pit people against one another for social promotion, creating social division instead of cohesion. Finally, the health benefits attributed to most sports may easily be maintained by a walking or jogging program, which generally incurs less risk of injuries, social marginalization or potentially being subject to a coach's physical and verbal abuse.

2.7. The Mechanisms that Produce Sport's Social Outcomes

The social structure of sport refers to the manner in which the game is physically structured and played, the manner in which athletes are promoted, divided and rewarded. For example, one structure (of almost all sports) is that they are performed in order to determine a sole winning individual or winning team over other losing individuals or teams. Yet, this is not the only structure upon which one can play sport. (Anderson 2005b; Oxendine 1988)

The culture of sport simply refers to the values and norms associated with any given sport. The collective value of all sports can also be generalized into that of a sporting ethos for our society as a whole. You have heard the mantras before; sport is supposed to teach the value of 'hard work' and sport certainly esteems 'giving it one's all.' But there are other creeds within our sporting culture. We value a hyper-masculine disposition in sport. There is after all 'there is no 'I' in team.' Finally, and of primary concern to this article, the socially exclusive nature of sport is influenced by the coach who came up through this system, and may therefore utilize his or her individual agency to reproduce a system he/she believes worked for them. But the coach does maintain a great deal of power in socializing individuals into a particular belief system and, to a lesser extent, the coach also maintains the ability to alter certain sport structures. Thus, as gatekeepers, coaches maintain a great deal of sway in determining the social outcomes of sport.

2.8. International organizations and Women's Football

FIFA President Blatter's statement "The future of football is feminine" highlighted a major shift in the institutional view of women's football. As mentioned previously, the history of women's football has been marked by institutional disapproval and, often, out-rights bans. However, in the mid-1990s, and even more so, in the last 10 years, institutions have added employees focused entirely on women's football, included women's football in official strategy documents, and made public statements affirming the legitimacy of women's football.

On a global level, FIFA introduced the U-20 Women's World Cup in 2002 and, in 2008, also organized the first U-17 Women's World Cup in New Zealand. These international youth tournaments aim to give women's football increased exposure and credibility on the youth level. Beyond hosting tournaments, the stewards of the global game have required national associations to earmark 10% of funding provided by FIFA specifically for women's football, a reflection of the participation statistics published in 2006.

The European Commission White Paper on Sport states, "All residents of the European Union should have access to sport and that it is important to promote an inclusive approach to sport." The United Nations goes one step further and declared sport a right for everyone. "The right to play and to participate in sports has been embodied in United Nations instruments like the Convention on the Rights of the Child and The Convention on the Elimination of Discrimination against Women." It is clear through public statements and in some cases financially, institutions have now come to embrace its growth officially. Similarly, those within the English FA, forming the new Super League in England, have expressed their optimism that the new league will create a better platform for women's football development in the country, which will in turn improve the national team's performance.

2.9. Research on Women's Football

The existing body of academic research done on women's football can largely be categorized into two areas of study; one being histories, focusing on the past challenges and struggles of women to participate in football, the other being a feminist discourse and/or political studies approach looking at the current state of women's football through the feminist perspective or focusing on equality laws (gender equality laws in Europe).

With very few histories having been written about women's football at that stage, researchers focused on discovering and writing the history of the women's game. With the exception of personal stories of players, the majority of histories focused on an academic discussion of how the game developed in respective country. Change started to come in Europe in the 1970s. For example Pfister emphasized that the success of German women's football was, in part, assisted by the support within the national association starting in the late 1970s. Likewise, Skille points out the NFF (Norsk Football Forbund or Football Association of Norway) in the early 1970s "had to declare its acceptance of football for girls and women," opening up opportunities for girls and women to participate in football. It was not an internal push but pressure from societal changes toward equality and the NOC's mission for 'sport for all', which led to this change within the NFF. Beyond building a history for women's football, there has been an equal focus of academic studies concerning women's football written within the scope of feminist discourse.

As discussed by Scraton, et.al there has been more than 20 years of research using mainstream sport, often football, to consider power dynamics and gender relations. They argue the greatest obstacle for the development of women's football is the close link between football and "conventional stereotypes of hegemonic masculinity." However, their main focus is simply on access to the sport for women, who eventually attained elite status. Similar areas of discussion and conclusions in relation to women's participation were found in many countries.

2.10. Women, gender equality and sport

Women's participation in sport has a long history. It is a history marked by division and discrimination but also one filled with major accomplishments by female athletes and important advances for gender equality and the empowerment of women and girls. Women have taken up top leadership positions in sport, such as Presidents and Secretaries-General of National Olympic Committees. More and more women have also taken up employment opportunities in all areas of sport, including as coaches, managers, officials and sport journalists.

These achievements were made in the face of numerous barriers based on gender discrimination. Women were often perceived as being too weak for sport, particularly endurance sports, such as marathons, weightlifting and cycling, and it was often argued in the past that sport was harmful to women's health, particularly their reproductive health. In 1896, Baron Pierre de Coubertin, founder of the modern Olympics, stated: "No matter how toughened a sportswoman may be her organism is not cut out to sustain certain shocks." (www.northnet.Org)

2.11. Stereotypical attitudes towards women and girls in sport

A common social constraint is the stereotyping of sport as "masculine" or "feminine", which affects both male and female participation, and can be difficult to overcome. Men can be branded as "effeminate" if they abstain from sporting activities, and women are often channeled into "aesthetic" sports, such as gymnastics and ice-skating, where traits perceived as "female" are exhibited. Accepted norms of behavior that expect women to be "ladylike" and demure excludes women in some contexts from participation in sporting activities that exhibit traditional male characteristics, especially contact sports (such as rugby) and "painful" sports (such as boxing). (Meier, Marianne 2005)

Stereotypes can greatly affect the attitudes of men towards women and their role in sport. The attitudes of parents are particularly important for promoting girls' participation in sport. While some fathers strongly resist their daughter's

participation, others are gradually accepting it. Stereotypical attitudes towards women and girls and traditional gender roles are also prevalent in the organizational cultures of sporting bodies the norms, values, power dynamics and practices that underlie the way such bodies and institutions do their work. This often results in unequal allocation of physical resources for women's sport. Resources are often less or of a lower standard than those provided to their male counterparts and, when resources such as equipment or playing fields are shared, men's teams are often given priority. (<http://www.wimbledon.org/en>)

2.12. Empowering women and girls through sport

Sport can be an important tool for social empowerment through the skills and values learned, such as teamwork, negotiation, leadership, communication and respect for others. The social benefits of participation in sport are thought to be especially important for girls, given that many girls, particularly in adolescence, have fewer opportunities than boys for social interaction outside the home and beyond family structures. (United Nations Inter-Agency Task Force on Sport for Development and Peace 2003)

Women and girls acquire new interpersonal networks, develop a sense of identity and access new opportunities, allowing them to become more engaged in school and community life. Participation in sport also enables women and girls to enjoy freedom of expression and movement and increase their self-esteem and self confidence. The psychological benefits of physical activity, essential for a sense of positive embodiment, can be acquired through the enjoyment of the physical activity, self-chosen levels of competition, and the provision of social support from the family and the community. (Oglesby, Carole A., et al. 2006)

As a result, women deplete their resources of time and energy in the care of others. Self-care involves the creation of personal time and space for women and opportunities for positive interaction of the mind, body and spirit. Adoption of the

physical embodiment approach, with its critical concept of active self care, would require complex changes in lifestyle for many women.

Sport can serve as a vehicle to improve women's and girls' leadership roles and participation in decision making. The acquisition of valuable skills in management, negotiation and decision-making empowers women and girls to become leaders in all areas of community life, as well as in the household. As more and more women and girls serve in leadership and decision making positions, their influence as role models and mentors encourages more women and girls to participate at all levels of sport. Promoting and documenting the successes of women and girl leaders in the world of sport is an important step in raising awareness and providing encouragement and support to other aspiring leaders.

The promotion of education can also be facilitated by sport. Sports teams and organizations, as well as local, national and international competitions, provide an excellent opportunity to provide information and knowledge on the importance of girls' education. In particular, sport can be a useful tool to expand educational opportunities.

2.13. Creating a Positive Climate for Athletes

A caring and supportive climate is important for athletes of all ages and ability levels, as they have much to gain when they have positive experiences in sport settings. Research has shown that besides the tremendous health benefits that come with being physically active, children also can learn valuable lessons about the joy that comes from working hard, supporting friends and coaches in challenging situations, and improving skills over time (Smoll & Smith, 1999; Weiss & Wiese-Bjornstal, 2009). A key to helping athletes have positive experiences in sport and physical activity classes lies in coaches creating a positive and caring environment where children and adults treat one another with mutual kindness and respect (Fry & Gano, 2010).

2.14. Professionalism and Women's Football

The governing bodies of sport, often reluctantly, embraced professionalism at different times. Football (or association football/soccer) embraced the professional athlete as early as 1885; a clear, concise and universally accepted definition of professionalism has eluded the football world. FIFA the world governing body established in 1904 has attempted to do this: "A professional is a player who has a written contract with a club and is paid more for his/her football activity than the expenses he/she effectively incurs. All other players are considered amateurs." While this definition does create a discrete line between professional and amateur, it is essentially over simplistic and many football players, especially those who are at the bottom end of the "professional" football spectrum, do not necessarily subscribe to the definition.

This shows a discrepancy between the narrative and the official position. FIFA, itself, has published material that refers to the semi-professional footballer. Many of the women's clubs and leagues interviewed in the process of this research project have suggested that while most of their players fulfill FIFA's definition of a professional, they more commonly refer to their players as semi-professional or amateur: "players have between 1-year and 5-year contracts, with differing payment profiles. Players can be considered professionals by the FIFA definition, but ultimately they are 'semi-professional' as most are either studying or working in addition to playing football."

An indication of the state of professionalism in women's football can be revealed by who has control/jurisdiction of the administration of the game at a national level, below the control of FIFA. In most countries the highest-level league is run by national football association, whereas the men's game often has a separate entity to control the league.

WPS is one of the most developed and professional women's leagues and showcases many of the best players from around the world in its teams. However, even this league, which is at the forefront of professionalism, has numerous examples of players who have to fulfill additional roles in order to supplement their income.

There are examples of where coaching is part of a player's employment contract, essentially meaning that the employee fulfills two roles to justify their salary. This is an indication of the emerging nature of women's professional football and that there is a disconnect between what is viewed as the epitome of professionalism and the current reality of the women's game.

2.15. The benefits of participation in sport and physical activity for women

The beneficial effects of regular participation in sport and physical activity have been widely supported by scientific evidence. Studies have shown that physical activity can significantly lower the risk for cardiovascular disease, stroke, hypertension, osteoporosis, non-insulin-dependent diabetes, depression and some forms of cancer. However, despite the prevalence of campaigns promoting the health benefits of physical activity, participation rates remain low in some groups. Numerous social and environmental factors affect participation. Gender, age and level of education etc. are some of the variables identified that influence participation in sports and physical activity. (Pate et al., 1995; Glasgow et al., 1997)

Although many of the clinical trials and epidemiological studies in health research have excluded women, the data available suggest that women derive many health benefits from an active lifestyle. (Oglesby, Carole A. et al., 2006). The health benefits of women's participation in physical activity and sport are now well established. Participation in sport and physical activity can prevent a myriad of non-communicable diseases which account for over 60 per cent of global deaths, 66 per cent of which occur in developing countries. (World Health Organization 2007a)

Participation in sport and physical activity can also facilitate good mental health for women of all ages; including the management of mental disorders such as Alzheimer's disease. For girls, it can have a positive impact on childhood health, as well as reduce the risk of chronic diseases in later life. For older women, it can contribute to the prevention of cardiovascular diseases, which account for one third of deaths among women around the world and half of all deaths among women over 50 in developing countries. (World Health Organization 2007b)

Physical activity also helps to reduce the effects of osteoporosis, which women have a higher risk of developing than men. Participation in physical activity aids in the prevention and/or treatment of other chronic and degenerative diseases associated with aging, such as type-2 diabetes, hypertension, arthritis, osteoporosis and cardiovascular abnormalities. It also helps in the management of weight and contributes to the formation and maintenance of healthy bones, muscles and joints. Physical activity can reduce the incidence of falls among older women. (U N I-A T F S D P. 2003) New York

An important role of physical activity in the life of older women lies in prolonging independence. Much of the physical decline that was presumed an inevitable consequence of aging is now thought to be the result of inactivity. While no one can guarantee that exercise will prolong life, it can enhance the quality of life for older women who value their independence. Apart from enhancing health, wellness and quality of life, participation in physical activity and sport develops skills such as teamwork, goal-setting, the pursuit of excellence in performance and other achievement-oriented behaviors that women and girls with disabilities may not be exposed to in other contexts. (Oglesby, Carole A., et al. 2006)

It can promote psychological well-being through building self-esteem, confidence and social integration, as well as help reduce stress, anxiety, loneliness and depression. This is particularly important as rates of depression among women are almost double those of men in both developed and developing countries. Adolescent girls in particular are vulnerable to anxiety and depressive

disorders and are significantly more likely than boys to have seriously considered suicide by the age of 15. (Bailey, Richard, 2004)

2.16. The benefits of women's participation for sport and society

In addition to improvements in health, women and girls stand to gain specific social benefits from participation in sport and physical activity. Sport provides women and girls with an alternative avenue for participation in the social and cultural life of their communities and promotes enjoyment of freedom of expression, interpersonal networks, new opportunities and increased self-esteem. It also expands opportunities for education and for the development of a range of essential life skills, including communication, leadership, teamwork and negotiation.

And also other than their benefits for women and girls themselves, women's increased involvement can promote positive development in sport by providing alternative norms, values, attitudes, knowledge, capabilities and experiences. The contributions of women, particularly in leadership positions, can bring diversity and alternative approaches and expand the talent base in areas such as management, coaching and sport journalism.

The participation of women and girls in sport challenges gender stereotypes and discrimination, and can therefore is a vehicle to promote gender equality and the empowerment of women and girls. In particular, women in sport leadership can shape attitudes towards women's capabilities as leaders and decision-makers, especially in traditional male domains. Women's involvement in sport can make a significant contribution to public life and community development.

2.17. Women's sport and the media

The gender-based discrimination against women in sport-related employment is also apparent in the unequal representation of women in sport media, and the negative portrayal of women athletes and women's sports remains a persistent problem.

In addition, women's sporting events remain marginalized from the mainstream multi-billion dollar sport-media industry and while many local, national and international competitions include both men's and women's events, the men's events invariably dominate media coverage and local and global attention. ILO (2006)

Media representation and portrayal of men's and women's sport are also significantly different. Media coverage of women's sport continues to be influenced by gender stereotypes, which reinforce traditional images of men and women. Numerous research studies have, for example, shown that in sport media, women are frequently portrayed as "girls", no matter what their age, and described in terms of their physical attributes and emotional responses, often in ways that stress their weakness, passivity and insignificance. Phillips, Murray G. (1996)

The promotion and popularization of women's sport requires an increase in media coverage as well as a significant improvement in the breadth, depth and quality of women's sport. Non-discriminatory portrayal of female athletes in sport media and marketing could not only provide positive role models that encourage more women and girls to become athletes, but it could also persuade more women to become consumers of sport media and other products, as well as positively influence gender stereotypes and the equalization of women in all areas of society. Phillips, Murray G. (1996)

2.18. Corporate and Media Investment in Women's Football

Male sport has significantly developed via its increasingly intrinsic relationship with corporate and media bodies, which has been conceptualized as the 'sport media- business alliance' involving the 'tripartite model of sponsorship rights, exclusive broadcasting rights and merchandizing' (Horne and Manzenreiter 2006). Women's football has consistently struggled to gain as much attention, investment and exposure as the men's game, despite the increasing number of female players worldwide.

To boost women's football, there have been efforts internationally to train up and build the capacity and skills of women in administrative, coaching and refereeing roles. The significance and the successes of this campaign are widely recognized. In 2007, there were 52 female International Referees in Africa as a result of FIFA's infrastructure and capacity building programs (Saavedra 2007).

Although this recruitment process must continue if we are to have women managing and envisaging the future of the women's game, it is simply not enough to have these women within football working in isolation from wider processes. With increasing female participation levels within the sport, women's football is carving out an expanding future at amateur level.

This however would remain 'unthreatening to football authorities' and would do little to 'alter the essentially amateur nature of the female game' (Williams 2003). Fans of these women's sports have been given opportunities to follow their favorite female athlete, access constant updates on their sporting progress via various media channels, and be consumers of merchandise and sports events. Where corporations and sponsors have envisaged economic opportunities in the backing of these sports played by women, there has been a dramatic shift in the awareness and perceptions in society of women as athletes, and has accelerated developments within the sport.

This indicates that global market forces have the potential to create a profitable market from women's football through the establishment of local iconic teams and players. As sponsors use the emotional impact of sport to build and connect with consumers, there is the opportunity for them to target sophisticated marketing of female sport to women and girls and indeed male followers of women's sport (Santomier 2008).

2.19. Increased Media coverage of women in sports

Even though women's sports are not covered as often or in the same detail as men's sports, girls and women now can see and read about the achievements of women athletes in a wider range of sports than ever before. Seeing women athletes on television and reading about them in newspapers and magazines encourage girls and women to be active as athlete themselves. The media images in the coverage of that event were very powerful and inspirational to girls and women.

As girls grow up, they often want to see what is possible before they experiment with and develop their own athletic skills. This is the case because many of them still receive mixed message about becoming serious athletes. For example, their vision of being an athlete can be clouded by swimsuit models in sports illustrated powerful images connecting thinness and vulnerability with sex appeal and by homophobic fears about becoming too strong and too "male like".

Despite mixed messages, the media coverage of everything from professional women's basketball to synchronized swimming helps girls and young women conclude that sports are human activities, not male activities. Media companies, like their corporate counterparts that sell sporting goods, have begun to realize that women make up half the world's population and, therefore, half the world's consumers.

Many men complained about this new approach; they liked it better when the media catered to their interests alone. Despite these complaints, women's sports will continue to be covered in the media, and that coverage will change the images that all of us associate with sports and athletic achievement.

2.20. Players, equipment, and officials

Each team consists of a maximum of eleven players (excluding substitutes), one of whom must be the goalkeeper. Competition rules may state a minimum number of players required to constitute a team, which is usually seven. Goalkeepers are the only players allowed to play the ball with their hands or arms, provided they do so within the penalty area in front of their own goal. Though there are a variety of positions in which the outfield (non-goalkeeper) players are strategically placed by a coach, these positions are not defined or required by the Laws. (Laws of the Game 2010/2011 FIFA)

The basic equipment or kit players are required to wear includes a shirt, shorts, socks, footwear and adequate shin guards. An athletic supporter and protective cup is highly recommended for male players by medical experts and professionals. Headgear is not a required piece of basic equipment, but players to day may choose to wear it to protect them from head injury (Strikingeagles.tripod.com)Players are forbidden to wear or use anything that is dangerous to themselves or another player, such as jewelry or watches. The goalkeeper must wear clothing that is easily distinguishable from that worn by the other players and the match officials. (Laws of the game FIFA)

A number of players may be replaced by substitutes during the course of the game. The maximum number of substitutions permitted in most competitive international and domestic league games is three, though the permitted number may vary in other competitions or in friendly matches. Common reasons for a substitution include injury, tiredness, ineffectiveness, a tactical switch, or time wasting at the end of a finely poised game. (Laws of the game FIFA)

In standard adult matches, a player who has been substituted may not take further part in a match. IFAB recommends that "that a match should not continue if there are fewer than seven players in either team." Any decision regarding points

awarded for abandoned games is left to the individual football associations. ("Laws of the game" FIFA)

A game is officiated by a referee, who has "full authority to enforce the Laws of the Game in connection with the match to which he has been appointed" (Law 5), and whose decisions are final. The referee is assisted by two assistant referees. In many high-level games there is also a fourth official who assists the referee and may replace another official should the need arise. ("Laws of the game (Law 5–The referee)" FIFA)

There are 17 laws in the official Laws of the Game, each containing a collection of stipulation and guidelines. The same laws are designed to apply to all levels of football, although certain modifications for groups such as juniors, seniors, women and people with physical disabilities are permitted. The laws are often framed in broad terms, which allow flexibility in their application depending on the nature of the game. The Laws of the Game are published by FIFA, but are maintained by the International Football Association Board (IFAB). In addition to the seventeen laws, numerous IFAB decisions and other directives contribute to the regulation of football. ("Laws of the game" FIFA)

2.21. Duration and tie-breaking methods

A standard adult football match consists of two periods of 45 minutes each, known as halves. Each half runs continuously, meaning that the clock is not stopped when the ball is out of play. There is usually a 15-minute half-time break between halves. The end of the match is known as full-time. The referee is the official timekeeper for the match, and may make an allowance for time lost through substitutions, injured players requiring attention, or other stoppages. This added time is most commonly referred to as stoppage time or injury time, while loss time can also be used as a synonym. ("Laws of the game" FIFA)

The duration of stoppage time is at the sole discretion of the referee. The referee alone signals the end of the match. In matches where a fourth official is appointed, toward the end of the half the referee signals how many minutes of stoppage time he intends to add. The fourth official then informs the players and spectators by holding up a board showing this number. The signaled stoppage time may be further extended by the referee. ("Laws of the game " FIFA)

A game tied at the end of regulation time may go into extra time, which consists of two further 15-minute periods. If the score is still tied after extra time, some competitions allow the use of penalty shootouts (known officially in the Laws of the Game as "kicks from the penalty mark") to determine which team will progress to the next stage of the tournament. Goals scored during extra time periods count toward the final score of the game, but kicks from the penalty mark are only used to decide the team that progresses to the next part of the tournament (with goals scored in a penalty shootout not making up part of the final score)("Laws of the game ". FIFA)

In competitions using two-legged matches, each team competes at home once, with an aggregate score from the two matches deciding which team progresses. Where aggregates are equal, the away goals rule may be used to determine the winners, in which case the winner is the team that scored the most goals in the leg they played away from home. If the result is still equal, extra time and potentially a penalty shootout are required. ("Laws of the game " FIFA)

In the late 1990s and early 2000s, the IFAB experimented with ways of creating a winner without requiring a penalty shootout, which was often seen as an undesirable way to end a match. These involved rules ending a game in extra time early, either when the first goal in extra time was scored (golden goal), or if one team held a lead at the end of the first period of extra time (silver goal).

The first World Cup game decided by a golden goal was France's victory over Paraguay in 1998. Germany was the first nation to score a golden goal in a major competition, beating Czech Republic in the final of Euro 1996. Silver goal was used in Euro 2004. Both these experiments have been discontinued by IFAB. Collett, Mike (2 July 2004).

2.22. Looking to the future

FIFA launched a new initiative to inspire women and girls all over the world to participate in football during the FIFA Women's World Cup Germany 2011. Featuring some of the stars of this summer's FIFA Women's World Cup, "Live Your Goals" is targeting the next generation of women's footballers around the globe. With "Live Your Goals", FIFA is aiming to use the popularity not only of the 2011 tournament, but also forthcoming editions of other FIFA women's competitions, as a catalyst to encourage young women and girls to participate in the sport.

The campaign highlights the many different benefits active participation in football brings for young women and girls, ranging from making friends, learning about teamwork and being physically active to coping with challenging situations, emotions and success. (FIFA 2011)Scraton et al's (1999) initial observation was that there had been an increase in the access to sporting opportunities. This had opened up more opportunities for female players. However, women still have to overcome barriers that the male world of football continues to impose. In addition, the development of a well-organized youth policy for girls and women would seem crucial in increasing female participation rates. The major changes seem to be taking place, both at the highest level of the football hierarchy and also at the grass roots level of the game. Increased interest and exposure is likely to lead to even more growth in the numbers of female players. The negative attitudes of some will take a long time to overcome; better times for the women's game seem to lie ahead.

Chapter Three

The Research Design and Methodology

This research was designed to conduct study on the beginning of women football premier league and its contribution to women football national team of Ethiopia. Under this chapter the research design, source of data, sample and sampling techniques, instruments and procedures of data collection and methods of data analysis was presented.

3.1. The Research Methods

The study was targeted to assess the contribution of women football premier league to women football national team of Ethiopia. Thus, descriptive survey method was used. This method enables to gather a large variety of data related to the problems under the study from large population at a particular time. According to Chen and Manion (1994) “Descriptive survey gather data at a particular point in time with the intention of describing the nature of existing conditions, or identifying standards against which existing conditions can be compared, or determining the relationships that exist between specific events.” It describes what actually exist, such as practices and problems of contribution of women football premier league. Therefore, the descriptive research method was used to collect reliable and valid data.

3.2 Sources of Data

Both primary and secondary data was used to collect factual information related to women football contribution, practices and problems. Primary sources of data was collected from Federation officials, Football Fans, Sport Journalist, women Premier league Coaches, Players of women premier league. And secondary data were collected from document review.

3.3 Sample and Sampling Techniques

In this study six groups of respondents were participated. These are coaches, players, journalists; federation official's, fan associations and Referees. The reason behind selecting these is source of data was to get first-hand information about the research problem, since they have a direct relation and experience about the issues and because of their participation and responsibilities.

From these sample populations respondents was selected in the following ways. According to data obtained from Ethiopian football federation shows that there are seventeen women football premier league clubs. All the seventeen football clubs (100%) was taken as sample using random sampling techniques to make the conclusion nationwide. Regarding coaches and fan association four from each clubs was taken; and from federation official's, Referees and journalists 25 % of the total samples. And finally, 68 players (four from each clubs) were taken to collect the necessary information.

Table 1: Total and Sample Population

No	Groups of respondents	No of samples				Remark
		Total population	F	M	Total	
1	Players of women premier league	306	68	-	68	
2	women Premier league Coaches	34	4	12	16	
3	Sport Journalist	42	3	7	10	
4	Football Fans	152	20	50	70	
5	Federation officials	43	3	7	10	
6	Referees	15	3	7	10	
Total		592	101	83	184	

3.4 Instruments of Data Collection

Depending on the purpose of the study, both quantitative and qualitative data collecting instrument was employed in the data collecting process. These tools include questionnaire and review of documents.

a) Questionnaire

Questionnaires are suitable in gathering data from large population. In this study both close and open ended items was used in order to obtain better and relevant data. These questionnaires were administered to the above stated samples.

b) Pilot Study

A pilot study usually involves stimulating the actual data collection process on small scale to get feedback on whether or not the instruments are likely to work as expected in the actual situation. Therefore, before the distribution of the actual questionnaire was held. The Based on their reflections (feedback) the instrument was developed; questionnaire was prepared and distributed to main participants of the study.

c) Document Review

In order to get necessary information with regard to the objectives of the study and to validate the information that was collected from the quantitative source of data and documents in the office of officials was reviewed.

3.5. Procedures of Data Collection

Totally 184 questionnaires (based on the stated criteria) was prepared and distributed. For respondents enough time was given to complete the questionnaires and return back to the researcher. planned to conduct with individuals among Clubs officials, Football Federation Officials, football fans of different clubs, Football fans association, football fans, Sport Journalist, premier League Players and referees based on their concern and sample size.

3.6. Methods of Data Analysis

The data was collected from coaches, players, journalists; federation official's, fan associations and Referees through questionnaires. These data was analyzed, presented and interpreted in terms of simple tabulation percentage. A five point Liker scale ranging from strongly agrees to strongly disagree was used to analyze and interpret the score rated by respondents.

Chapter Four

Presentation, Analysis and Interpretation of Data

4.1. Presentation of data

This chapter deals with the presentation, analysis and interpretation of the data obtained from the respondents through questionnaire and document analysis. The chapter presents the characteristics of the sample population involved in the study and then deals with the analysis and interpretation of the data. The study includes 68 women Players from all the seventeen women's football clubs (four from each clubs), 16 Coaches, 10 Journalist, 70 Football Fans, and 10 Federation officials and there were also 10 Referees were part of the study and some of their response.

Table 2 Characteristic of Respondents

No	Item		Respondents											
			Players		Coaches		Journalists		Fans		Officials		Referees	
			No	%	No	%	No	%	No	%	No	%	No	%
1	Sex	Male	-	-	12	7	7	4	50	27	3	2	7	4
		Female	68	36.8	4	2	3	2	20	11	7	4	3	2
		Total	68	36.8	16	9	10	5.4	70	38	10	5.4	10	5.4
2	Age in years	17-25	53	29	-	-	-	-	20	11	-	-	-	-
		26-32	15	8	5	3	5	3	20	11	2	1	3	2
		33-39	-	-	9	5	3	2	20	11	4	2	6	3
		>40	-	-	2	1	2	1	10	5.4	4	2	1	1
		Total	68	36.8	16	9	10	5.4	70	38	10	5.4	10	5.4
3	Educational levels	Diploma	16	9	5	3	-	-	16	9	2	1	4	2
		1 st degree	6	3	5	3	7	4	14	8	6	3	5	3
		2 nd degree	-	-	2	1	3	2	2	1	2	1	1	1
		Other	46	25	4	2	-	-	38	21	-	-	-	-
		Total	68	36.8	16	9	10	5.4	70	38	10	5.4	10	5.4

The above table shows that, the characteristics of the respondents and regarding to the age of the respondents, 53(29%) of the players are aged in between 17-25

years, 15 (8%) are aged between 26-32 years. when we see the age distribution of coach respondents, 5 (3%) are aged between 26-32 years, 9 (5 %) are aged between 33-39 years, whereas 2 (1%) are aged greater than 40 years.

When we see the age distribution of journalists respondents, 5 (3%) are aged between 26-32 years, 3 (2 %) are aged between 33-39 years, whereas 2 (1%) are aged greater than 40 years. The age of fan respondents, 20 (11%) are aged in between 17-25 years, 20 (11%) are aged between 26-32 years, 20 (11 %) are aged between 33-39 years, whereas 10 (6 %) are aged greater than 40 years. The age of the respondents, 2(1%) of the officials are aged in between 26-32 years, 4 (2 %) are aged between 33-39 years, whereas 4 (2 %) are aged greater than 40 years. And the age of the respondents, 3(1%) of the referees are aged in between 26-32 years, 6 (3 %) are aged between 33-39 years, whereas 1 (1 %) are aged greater than 40 years. The data shows that relatively a large respondents of coaches, fans, officials, journalists and referees of 62 (49.0%) are age between 26-35 and 16(64 %) of players are aged between 17-25 years. This indicates that most of the respondents are younger, and they will have a possibility to improve their work experiences and abilities. Concerning to educational level 1(4%) of Respondents had diploma, first degree and second degree, holders and 24(96%) of Respondents were other qualification.

4.2. Analysis and Interpretation of Data

Table 3In defining and communicating vision and goals of women`s football

No	Item	Percentage				
		SD	D	UD	A	SA
1	Set a realistic, need based and workable vision and goals	-	12.5	-	50	37.5
2	Invite and participate stakeholders in goal setting	-	25	12.5	25	37.5
3	Communicate the vision and goals in order to create understanding and shared value among the stakeholders	-	12.5	25	37.5	25
4	The vision and Goals is focused on improvement of women`s football	-	12.5	12.5	37.5	37.5
5	The vision and Goals consider the development of women`s participation in football	-	-	37.5	25	37.5

As shown in the above table, 37.5 % of the respondent in item 1, rated under strongly-agree and agree respondents rated 50 %, and 12.5 % disagree this indicates the federation set realistic, need based and workable vision and goals. 25% of the respondents in items 2 disagreed and 12.5% undecided and 37.5% strongly-agree and 25% of the respondents rated under agree; which means most respondents believe that the federation invites and participate stake holders in vision and goal setting. And 25% of the respondent in item 3 rated strongly-agree and 37.5% rated agree but 25% rated undecided and 12.5% rated under disagree column. This indicates some respondents are in the position to doubt the federation on stakeholders' invitation and in sharing and communicating the vision and goals to the community and concerned body's in the league of women's football.

Whereas some of the respondents disagreed the federation's invitation to the stakeholders. In item 4 37.5 % of the respondent agree, 37.5% strongly-agree and rated but 12.5% rated under disagree and 12.5% of the respondents rated under undecided column. This means the federation sets a realistic, need based and workable vision and goals which considered the development of women's participation and improvement of women's football. And 37.5% of the respondents rated strongly agree in item 5, undecided 37.5%, and 25% rated agree. This means most respondents believed that the vision and Goals of the league of women football considered the development of women's participation in football.

Table 4 women football premier league and Ethiopian Football Federation planed to:-

No	Item	Percentage				
		SD	D	UD	A	SA
1	Increase women participation	-	-	12.5	37.5	50
2	Improve the level of the league	-	-	12.5	62.5	25
3	Increase attendants (spectators)	-	12.5	25	50	12.5
4	Commercialize the league	-	37.5	25	25	12.5
5	Improve the performance of the players	-	25	12.5	25	37.5
6	Increase incentives and rewards to the players	-	12.5	25	37.5	25
7	Expand women's football to the community	-	-	12.5	62.5	25
8	Motivate and trained youngsters	-	-	12.5	62.5	25
9	Produce professional football players	-	-	37.5	25	37.5
10	Build strong national team	-	12.5	12.5	37.5	37.5

As shown in the above table, 37.5 % of the respondents in item 1, rated under agree and 50 % of the respondents rated strongly-agree and 12.5 % undecided this indicates increase women participation. 62.5% of the respondents in items 2 rated agree, 25% rated strongly-agree and 12.5% undecided this indicates that most respondent believed the federation planed to improve the level of the league. And

in item 3, 50% of the respondents rated agree, 25% of the respondents are rated undecided, 12.5% strongly agree but 12.5% disagree this indicates that the federation planed to increase number of attendants or spectators during all women football match.And 37.5% of the respondents in item 4, rated that disagree, 25% of the respondents rated that undecided, 25% of the respondents rated under agree, and 12.5% of the respondents rated under strongly agree, this indicates that the federation planed to commercialize the league. And 25% of the respondents in item 5, rated that disagree, 12.5% of the respondents rated that undecided, 25% of the respondents rated under agree, and 37.5% of the respondents rated under strongly agree, this indicates that the federation planed to improve the performance of the players.And 12.5% of the respondents in item 6, rated that disagree, 25% of the respondents rated that undecided, 37.5% of the respondents rated under agree, and 25% of the respondents rated under strongly agree, this indicates that the federation planed to Increase incentives and rewards to the players .And 12.5% of the respondents in item 7, rated that undecided, 62.5% of the respondents rated under agree, and 25% of the respondents rated under strongly agree, this indicates that the federation planed to expand women's football to the community.And 12.5% of the respondents in item 8, rated that undecided, 62.5% of the respondents rated under agree, and 25% of the respondents rated under strongly agree, this indicates that the federation planed to Motivate and trained youngsters.And 37.5% of the respondents in item 9, rated undecided, 25% of the respondents rated under agree, and 37.5% of the respondents rated under strongly agree, this indicates that the federation planed to produce professional football players.

And 12.5% of the respondents in item 10, rated disagree, 12.5% of the respondents rated undecided, 37.5% of the respondents rated under agree, and 37.5 % of the respondents rated under strongly agree, this indicates that the federation planed to build strong national team.

Table 5 Factors Affecting women’s football

No	Item	Percentage				
		SD	D	UD	A	SA
1	Lack of adequate resource	-	-	12.5	37.5	50
2	Lack of courage and endurance	-	12.5	12.5	50	25
3	Lack of spectators and supporters	-	12.5	12.5	62.5	12.5
4	Lack of players motivation and commitment	-	25	12.5	50	12.5
5	Criteria of selection players to the national team	12.5	25	25	25	12.5
6	Lack of interest because of Low incentives’ or/and reward	-	25	37.5	25	12.5
7	Personal quality of the coach and acceptance by the players	12.5	12.5	12.5	50	12.5
8	Lack of support and cooperation from parents and the community	-	-	12.5	62.5	25
9	Lack of support and cooperation from the government	12.5	12.5	25	37.5	12.5
10	Lack of training, preparation, and organized form of competition	12.5	-	25	25	37.5
11	Uncooperativeness and Conflict within the federation	-	12.5	25	50	12.5
12	Being closely associated with a professional men’s football team	12.5	12.5	-	62.5	12.5
13	Conflict and Uncooperativeness of the players to team work	-	12.5	12.5	50	25
14	Poor relationship among regional federations and national federation	12.5	12.5	-	62.5	12.5

As shown on table 5, And 12.5% of the respondents in item 1, rated undecided, 37.5% of the respondents rated under agree, and 50 % of the respondents rated under strongly agree, this indicates lack of adequate resource is among the factors that affecting women’s football, And 12.5% of the respondents in item 2,

rated disagree, 12.5% of the respondents rated undecided, 50% of the respondents rated under agree, and 25 % of the respondents rated under strongly agree, this indicates lack of courage and endurance is one of the factors that affecting women's football,And 12.5% of the respondents in item 3, rated disagree, 12.5% of the respondents rated undecided, 62.5% of the respondents rated under agree, and 12.5 % of the respondents rated under strongly agree, this indicates lack of spectators and supporters is another factors that affecting women's football,And 25% of the respondents in item 4, rated disagree, 12.5% of the respondents rated undecided, 50 % of the respondents rated under agree, and 12.5 % of the respondents rated under strongly agree, this indicates Lack of players motivation and commitment is another factors that affecting women's football,And 12.5% of the respondents in item 5, rated strongly disagree, 25% of the respondents rated disagree, 25 % of the respondents rated under agree, 25% of the respondents rated undecided, 25 % of the respondents rated under agree, and 12.5 % of the respondents rated under strongly agree, this indicates criteria of selection of players to the national team is not factors that affecting women's football, but 25% of the respondents are rated under undecided this shows that they don't have information regarding criteria of selection of players to the national team of Ethiopia or the federation is not in the position to notify the criteria officially. And 25% of the respondents in item 6, rated disagree, 37.5% of the respondents rated undecided, 25 % of the respondents rated under agree, and 12.5 % of the respondents rated under strongly agree, this indicates, this indicates lack of interest because of low incentives' or/and reward is not factors that affecting women's football, but most of the respondents are rated under undecided this shows that they don't have information regarding lack of their interest.And 12.5% of the respondents in item 7, rated strongly disagree, 12.5% of the respondents rated disagree, 12.5 % of the respondents rated under undecided, 50% of the respondents rated agree, 12.5 % of the respondents rated under strongly agree, this indicates personal quality of the coach and acceptance by the players is one factors that affecting women's football,And 12.5% of the respondents in item 8, rated undecided, 62.5 % of the respondents rated under agree, and 25 % of the

respondents rated under strongly agree, this indicates, this indicates Lack of support and cooperation from parents and the community is another factors that affecting women's football, And 12.5% of the respondents in item 9, rated strongly disagree, 12.5% of the respondents rated disagree, 25 % of the respondents rated under undecided, 37.5 % of the respondents rated agree, 12.5 % of the respondents rated under strongly agree, this indicates lack of support and cooperation from the government can be a factor that affecting women's football, And 12.5% of the respondents in item 10, rated strongly disagree, 25 % of the respondents rated under undecided, 25 % of the respondents rated agree, 37.5 % of the respondents rated under strongly agree, this indicates lack of training, preparation, and organized form of competition is one of the factor that affect women's football, And 12.5% of the respondents in item 11 , rated disagree, 25 % of the respondents rated under undecided, 50 % of the respondents rated agree, 12.5 % of the respondents rated under strongly agree, this indicates uncooperativeness and Conflict within the federation affect women`s football, And 12.5% of the respondents in item 12, rated strongly disagree, 12.5% of the respondents rated disagree, 62.5 % of the respondents rated agree, 12.5 % of the respondents rated under strongly agree, this indicates being closely associated with a professional men's football team can be a factor that affecting women's football, And 12.5% of the respondents in item 13, rated disagree, 12.5 % of the respondents rated under undecided, 50 % of the respondents rated agree, 25 % of the respondents rated under strongly agree, this indicates conflict and uncooperativeness of the players to team work affect women`s football, And 12.5% of the respondents in item 14, rated strongly disagree, 12.5% of the respondents rated disagree, 62.5 % of the respondents rated agree, 12.5 % of the respondents rated under strongly agree, this indicates Poor relationship among regional federations and national federation can be a factor that affecting women's football so further investigation should be held to identify its effect.

Table 6 The beginning of women’s football premier league in Ethiopia and its contribution

No	Item	Percentage				
		SD	D	UD	A	SA
1	Improve women’s participation in sport	-	25	-	62.5	12.5
2	Used as source of players to the national team	-	12.5	12.5	50	25
3	Create good opportunities for the development of women’s football.	12.5	12.5	-	50	25
4	Create economic benefit	-	12.5	25	37.5	25
5	Attracting women to come and watch the game or support the club	-	12.5	25	37.5	25
6	Improve the performance and skill of the players	12.5	12.5	12.5	37.5	25
7	Contribute to build strong national team	12.5	25	12.5	12.5	37.5
8	Motivate juniors to take part on the game of football.	-	12.5	12.5	37.5	37.5
9	Improve the health status of the participants	12.5	12.5	-	50	25
10	provide long period to see players performance and improvement while the league going	-	12.5	12.5	37.5	37.5
11	It can be a good alternative and used as an amusement to the community	-	25	12.5	50	12.5

As shown on table 6, 25% of the respondents in item 1, rated disagree, 62.5 % of the respondents rated agree, 12.5 % of the respondents rated under strongly agree, this indicates the beginning of women’s football premier league in Ethiopia and its contribution is improve women’s participation in sport, And 12.5% of the respondents in item 2, rated disagree, 12.5% of the respondents rated undecided , 50 % of the respondents rated agree, 25 % of the respondents rated under strongly agree, this indicates the beginning of women’s football premier league in

Ethiopia and its contribution is used as source of players to the national team, And 12.5% of the respondents in item 3, rated strongly disagree, 12.5% of the respondents rated disagree , 50 % of the respondents rated agree, 25 % of the respondents rated under strongly agree, this indicates the beginning of women's football premier league in Ethiopia and its contribution is create good opportunities for the development of women's football.And 12.5% of the respondents in item 4, rated disagree, 25% of the respondents rated undecided , 37.5 % of the respondents rated agree, 25 % of the respondents rated under strongly agree, this shows the beginning of women's football premier league creates economic benefit, And 12.5% of the respondents in item 5, rated disagree, 25% of the respondents rated undecided , 37.5 % of the respondents rated agree, 25 % of the respondents rated under strongly agree, this shows the beginning of women's football premier league is attracting women to come and watch the game or support the club, And 12.5% of the respondents in item 6, rated strongly disagree, 12.5% of the respondents rated disagree,12.5% of the respondents rated undecided , 37.5 % of the respondents rated agree, 25 % of the respondents rated under strongly agree, this indicates the beginning of women's football premier league is improve the performance and skill of the players. And 12.5% of the respondents in item 7, rated strongly disagree, 25% of the respondents rated disagree,12.5 % of the respondents rated undecided , 12.5 % of the respondents rated agree, 37.5 % of the respondents rated under strongly agree, this indicates the beginning of women's football premier league is contribute to build strong national team.And 12.5% of the respondents in item 8, rated disagree, 12.5 % of the respondents rated undecided , 37.5 % of the respondents rated agree, 37.5 % of the respondents rated under strongly agree, this shows that beginning of women's football premier league is Motivate juniors to take part on the game of football.And 12.5% of the respondents in item 9, rated strongly disagree, 12.5 % of the respondents rated disagree, 50 % of the respondents rated agree, 25 % of the respondents rated under strongly agree, this shows that engaging in football match improve the health status of the participants.And 12.5% of the respondents in item 10, rated disagree, 12.5 % of the respondents rated undecided, 37.5 % of

the respondents rated agree, 37.5 % of the respondents rated under strongly agree, this shows that the beginning of women’s football premier league is provide long period to see players performance and improvement while the league going. And 25% of the respondents in item 11, rated disagree, 12.5 % of the respondents rated undecided, 50 % of the respondents rated agree, 12.5 % of the respondents rated under strongly agree, this shows that the beginning of football league can be a good alternative and used as an amusement to the community.

Table 7 Decision and evaluation process of the Federation

No	Item	Percentage				
		SD	D	UD	A	SA
1	Evaluate each game of the league	12.5	37.5	-	37.5	12.5
2	Evaluate the referees decisions of each game	-	25	12.5	37.5	25
3	Evaluate the referees performance in each game and seasons	12.5	25	25	12.5	25
4	Evaluate each season program accomplishment	12.5	12.5	-	37.5	37.5
5	Evaluate players performance in every game	12.5	37.5	25	12.5	12.5
6	Nominate players to the national team every seasons	12.5	50	-	12.5	25
7	Work cooperatively with staff for solving problems and making participatory decisions	-	50	12.5	-	37.5
8	Empower all stakeholders and the community in different decision making process	25	37.5	12.5	12.5	12.5

As shown on table 7, 37.5% of the respondents in item 1, rated strongly disagree, 37.5% of the respondents rated disagree ,12.5 % of the respondents rated agree,

12.5 % of the respondents rated under strongly agree, this indicates the decision and evaluation process of the Federation not evaluate each game of the league,And 25% of the respondents in item 2, rated 2 disagree, 37.5% of the respondents rated undecided , 12.5 % of the respondents rated agree, 25 % of the respondents rated under strongly agree, this shows the decision and evaluation process of the Federation is not in the position to evaluate the referees decisions of each game,And 12.5% of the respondents in item 3, rated strongly disagree, 25% of the respondents rated disagree,25 % of the respondents rated undecided , 12.5 % of the respondents rated agree, 25 % of the respondents rated under strongly agree, this indicates the decision and evaluation process of the Federation not evaluate the referees performance in each game and seasons,And 12.5% of the respondents in item 4, rated strongly disagree, 12.5% of the respondents rated disagree, 37.5 % of the respondents rated agree, 37.5 % of the respondents rated under strongly agree, this indicates the decision and evaluation process of the Federation Evaluate each season program accomplishment,And 12.5% of the respondents in item 5, rated strongly disagree, 37.5% of the respondents rated disagree,25 % of the respondents rated undecided , 12.5 % of the respondents rated agree, 12.5 % of the respondents rated under strongly agree, this shows the decision and evaluation process of the Federation not evaluate players performance in every game,And 12.5% of the respondents in item 6, rated strongly disagree, 50 % of the respondents rated disagree, 12.5 % of the respondents rated agree, 12.5 % of the respondents rated under strongly agree, this shows the decision and evaluation process of the Federation not nominate players to the national team every seasons,And 50 % of the respondents in item 7, rated disagree, 12.5 % of the respondents rated disagree, 37.5 % of the respondents rated under strongly agree, this shows the decision and evaluation process of the Federation not work cooperatively with staff for solving problems and making participatory decisions,And 25% of the respondents in item 8, rated strongly disagree, 37.5 % of the respondents rated disagree, 12.5 % of the respondents rated undecided, 12.5 % of the respondents rated under agree, 12.5 % of the respondents rated under strongly agree, this shows the federation is not in the

position to empowerment stakeholders and involve the stakeholders and communities in different decision making process.

Chapter Five

Summary, conclusions and recommendations

This chapter deals with the summary of the major findings, conclusions drawn from the major findings and recommendations that the researcher believes would contribute to the improvement of the current study women`s football and its contribution to the national team, the degree of motivation on players and the good opportunities of the league to the development of women`s participation.

5.1. Summary

Women`s football is one of the fastest growing sports in the world. But certain attitudes and assumptions regarding women`s football have the potential to discourage other girls and women from participating. This study reveals that attitudes towards the women`s game are relatively mixed. Players` family and friends tend to be somewhat supportive of their participation and express relatively positive attitudes towards women`s football (At this point it is important to reiterate that this attitudes is only for most of the women`s who are currently involved in the league of women football in Ethiopia) while others experienced negative attitudes towards women`s football. However, light shed on human development as well as the extent of gender inequalities in the countries under investigation and at women`s football in Comparative look.

Women`s football therefore, provides a useful indication of the ability of women to realize their potential in different societies; but negative attitudes towards women`s football continue to exist within various sectors of the society in Ethiopian. Such attitudes reflect a society that is not entirely prepared to embrace the women`s game. However, there is sufficient evidence to argue that attitudes towards the game are generally improving.

In the context of a society, women`s football in Ethiopia is being developed and become widely accepted game among people of all ages and this year (2006 E.C) 17

clubs are being participate in the league. This overall popularity of football has certainly led to its development among women. Indeed it is a good step forward when it is compared to past history of women football but still it faced challenges and need improvement regarding time schedule, Clubs participation and players nomination criteria etc.

Changes seem to be taking place, both at the highest level of the football hierarchy and also at the grass roots level of the game. There has been a substantial increase in the number of girls and women involved in sport and specifically in football. Because sport can be an important tool for social empowerment through the skills and values learned, it can serve as a vehicle to improve women's and girls' leadership roles and participation in decision making, it can promote psychological well-being through building self-esteem, confidence and social integration, as well as help reduce stress, anxiety, loneliness and depression. The psychological benefits of physical activity is essential for a sense of positive embodiment acquired through the enjoyment of the physical activity, self-chosen levels of competition, and the provision of social support from the family and the community. (Oglesby, Carole A., et al. 2006) This increased interest and exposure is likely to lead to even more growth in the numbers of female players.

In addition to its beneficial effects of regular participation in sport and physical activity the beginning of football premier league in Ethiopia creates a good opportunities to the development of women participation, improved the degree of motivation on players and who wants to be a players in the future. Also taking part in football matches or gaming is another important contribution of the league; because it used as a means to player's enjoyment, ball skill improvement, insight the nature of the game, and fitness development; as well as it gives chances to the players to show their talent, test their skills and improve their performance thorough participation in the game.

Women's Participation in football is increasing in number in Ethiopia and it has become one of the fastest growing sports in the country. The determination,

enthusiasm and commitment that it takes to reach the top levels of the women's game are also very apparent in each of the players' stories. But it is important to recognize the struggles that the women face in a sporting world. There are still a number of barriers that women need to overcome and the game is still in the hands of men. Although the gains and exposure experienced by women's in this sport is rarely equal to those experienced by men's and women have to overcome barriers that the male world of football continues to impose. The initial barrier faced by girls seems to be overcoming the values held by their community. Without this support, it is difficult for a woman to remain involved. A second barrier is systems of the federation. This system also creates problems in motivating girls and young women in playing football.

5.2. Conclusion

The purpose of this study was assessing women's football premier league in Ethiopia and its contribution to national team and the development women's participation so that all possible efforts were made to get the most probable answers to the basic questions by making strong review of related literature, collecting relevant information through questionnaire, unstructured interview and observation. From the data analysis the major findings obtained are summarized as follows:

1. The study showed that most of the respondents are youngsters and in regard to the educational level and qualification most of the respondents (48 %) are grouped under others category and 23% diploma, 24% degree, and 5 % masters.
2. Regarding to the contribution of women's premier league to the national team 75% of the respondents agreed on the contribution of the league in addition the information gained from interview and open ended questions also indicates that the majority of the national team players obtained from premier league participant clubs and it used as a good source of player to the national team.
3. Taking part in football matches is another important contribution of the league. Because it used as a means to player's enjoyment, ball skill improvement, insight the nature of the game, and fitness development; as well as it gives chances to the players to show their talent, test their skills and improve their performance thorough participation in the league of football.
4. The beginning of football premier league in Ethiopia in addition to its beneficial effects of regular participation in the game of the league it creates a good opportunities to the development of women participation, improved the degree of motivation on players and who wants to be a players in the future.

5. This study also revealed that changes seem to be taking place, both at the highest level of the football hierarchy and also at the grass roots level of the game. There has been a substantial increase in the number of girls and women involved in sport and specifically in football.
6. The findings of this research also showed the negative attitude towards women's football continue to exist within various sectors of the society in Ethiopian. Such attitudes reflect a society that is not entirely prepared to embrace the women's game. However, there is sufficient evidence to argue that attitudes towards the game are generally improving.
7. Female soccer is one of the fastest growing sports in the Ethiopia. But certain attitudes and assumptions regarding women's football have the potential to discourage other girls and women from participating. Such attitudes reflect a society that is not entirely prepared to embrace the women's game. And also number of barriers that women need to overcome and improve regarding time schedule, Clubs participation and player's nomination criteria etc in clubs and the national team.

5.3. Recommendations

Based on the conclusions derived from the findings of the data analyzed, the following recommendations were made as possible ways of curbing the problems observed

- Evaluation and decision making approach of the federation is another problem that the research revealed and as the research finding evaluation of the games, referees decisions, referees performance, program accomplishment and players performance are not going hand in hand as intended because of weak controlling and decision systems, irresponsiveness and being reluctant on the issue and this should be improved by producing strong controlling system and building responsibility.
- Motivate and trained youngsters; expand women's football to the community; Produce professional football players and build strong national team are some of the main contributions of this women's football league; but this research shows all these are not in the position as expected. And as a solution the federation should pass through scientific and planed way of practices and need working with different sectors and organization those working with females and girls this is because to address large population and to begin from grass root level.
- Lack of adequate resource, acceptance and Personal quality of the coach, lack of preparation, training and organized form of competition and even conflict and uncooperativeness of the federation with clubs are other problems that the research identifies. So that the federation should build rules and regulations regarding the clubs, take measures accordingly and should work in collaboration with clubs.

- Lack of spectators is another problem that women's football league faced and the federation should work hard to increase football attendants. Making time of the match suitable to the spectators or arranging appropriate time schedule accordingly to the interest of the people, introducing and reporting the game in advance and after and work in collaboration with media's are some of the possible solution to increase number of attendants.

- The research revealed that the federation is not in the position to commercialize the league in any way. Financing the national team and projects, preparing proper sport fields etc or to increase incentives and rewards to the players; the federation should collect income from various means. With the purpose of commercializing the league the federation can benefit and build itself economically.

- The research findings indicate that players performance can be affected by different factors lack of support and cooperation from parents and the community; lack of player's motivation and commitment and because of low incentives' and reward from the concerned body's are among the majors. This should the main concern of the federation to reduce the factors and improve the performance of the players.

- This research revealed that even if women's participation in football is increasing in number Lack of support and cooperation from the government; poor relationship among regional federations and national federation and being closely associated (women's football) with a professional men's football team are still a great challenges of the game in improving the game and women's participation and the federation should concern in improving these challenges.

- Criteria of player's selection to the national team was another problems that the research revealed and the federation should set or notify the standards and qualification of the nomination and selection criteria of players to the national team because it motivate players and create competition among players (which is important in performance development) while trying to reach the standards.

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Martha ESaavedra **Women's Football in the Horn of Africa (University of California, Berkeley, Center for African Studies, Berkeley, USA**
saavedra.martha@gmail.com)

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