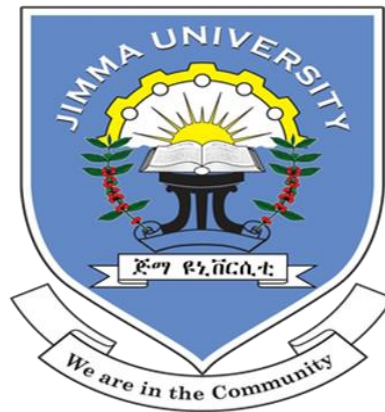**THE ROLE AND PRACTICES OF THE UNHCR PUBLIC RELATIONS IN BUILDING SMOOTH RELATIONSHIP BETWEEN REFUGEES AND HOST COMMUNITY IN ITANG, GAMBELLA REGIONAL STATE: THE CASE OF TIERKEDE REFUGES CAMP**

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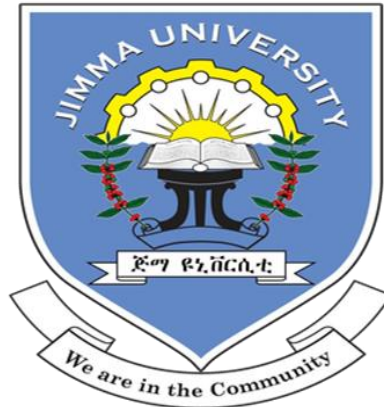**DEPARTMENT OF MEDIA AND COMMUNICATION STUDIES**

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THE ROLE AND PRACTICES OF PUBLIC RELATIONS OF UNCHR IN BUILDING SMOOTH RELATIONSHIP BETWEEN REFUGEES AND HOST COMMUNITY IN ITANG, GAMBELLA REGIONAL STATE: THE CASE OF TIERKEDE REFUGES CAMP

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DEPARTMENT OF MEDIA AND COMMUNICATION STUDIES

A THESIS SUBMITTED TO THE DEPARTMENT OF DEPARTMENT OF MEDIA AND COMMUNICATION STUDIES IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE MASTER DEGREE OF ARTS IN PUBLIC RELATION AND CORPORATE COMMUNICATION, JIMMA UNIVERSITY

Principal Advisor: Demelash Mengistu (Ph.D.)

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January, 2023
Jimma, Ethiopia

DECLARATION

I do hereby declare that this thesis is my original work and had neither been presented in any other University nor was published before and that all sources of material used for the thesis have been correctly acknowledged.

Name: **Chuol Guong Yok**

Signature --------------------------

APPROVAL SHEET

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This thesis is prepared by Chuol Guong Yok title: the Role and practices public relations of UNHCR in building smooth relationship between the refugee and host community, UNHCR Gambella Tharpham refugee camp in focused. Both advisors were read and evaluate it, and have agreed for submission for partial fulfillment of thesis requirement.

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ACRONYMS

ARRA	Agency for Refugee and Returnee Affairs
CRRF	Comprehensive Refugee Response Framework
CSA	Central Statistics Authority
ECW	Education Cannot Wait
EEPCO	Ethiopia Electric Power Cooperation
EUPRERA	European Public Relations Education and Research Association
GWMEDO	Gambella Water Mines and Energy Development Office
IDP	Internally Displaced Persons
ITWU	Itang Town Water Utility
OAU	Organization for African Unity
PR	Public Relation
RCC	Refugee Central Committee
SPLA	Sudan People's Liberation Army
SPLM	Sudan People's Liberation Movement
SPLM/A	Sudan People's Liberation Movement/ Army
UNDP	Unite Nations Development Program
UNHCR	United Nations High Commissioner for Refugees

Abstract

The objective of this study was to assess the role and practices of the public relations of UNHCR in building smooth relationship between the refugee and the host community in Itang Special woreda in Gambella region. Ethiopia has been hosting refuges from South Sudan since 1960s and the arrival of this refugee created social tension with local population. In fact, there have been numerous efforts to measure the costs and benefits associated with hosting refugees, especially in the policy arena and host-refugee relations in the area. The study predominantly focuses on answering, what is the role of public relation of UNHCR in building smooth relations between Refuges and Host community, what are the public practices and mechanism employed by UNHCR in building smooth relations between Refuges and Host community. What is the effect in public relations practices in building smooth relations between Refuges and Host community in the area? To get the answer to these questions the study employed a qualitative method. Data were collected through in-depth interviews, FDG, observation and also documents review tools. And the populations which were engage or participate on data collection respond were UNHCR, Refugee and the host community and the total selected were eighty(84) in which fifty(50) were male and thirty(30) were female. The overall findings of this study reveal that the host community and refugees have a good relationship. Relation between refugees and host communities in Itang stressed the importance of identifying programs and projects that aimed at shaping communities relations. Resources sharing and service integration mutual combined with public engagement were used to building smooth relations, and ensuring building relations and trust between communities but PR in particular is not based on professional standards of public relations and effective communication strategies. The public relations practitioners are using poor communications tools that may lead to the various undesirable effects, such as information gap, public displeasure, and inefficient use of valuable resources. This is because the public relations practitioners have no clear direct communication with refugee and using ineffective communications strategies While, this show the significance gap that can be seen in access on this study therefore, the researcher recommends for improvement of such an services and an efforts provision, for avoiding the further negative impacts on community's peaceful co-existence.

Keywords: Host community, public relation, Refugee, UNHCR.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

The contemporary world has experienced a significant increase in refugees. UNCHR (2016) reported that "many people left their country due to the existence of massive violation of human rights, direct and structural violence, internal conflict, ethnic conflict, religious strife, direct political persecutions, economic and natural disasters. It is reported that more than 100 million people have become refugees since the beginning of the 20th century as a result of war and revolutions specially developing countries (UNHCR, 2020).

The problem of a refugee is serious in Africa. It stems and aggravated by after colonized period, followed by the dictatorship re-sectioning of its interior, which separated, mixed ethnic, religious groups, and result in ruthless civil and intercontinental war (Moti, 2017). The civil wars made African countries including Ethiopia both sources and hosts of refugees. Ethiopia has the second Africa largest refugee population (UNHCR, 2020).

Between December 2013 and October 2014, nearly half-million South Sudanese crossed borders to become refugees in neighboring countries, such as Kenya, Ethiopia, Uganda, and Sudan (Endalkachew 2016). These South Sudanese refugee populations are in the country for protection, interacting with the host communities (Martha, 2003). Through these interactions, refugees have had complex relationship with the host communities, mainly of over the competitions.

Previous civil war between North and South Sudan was ended by the Comprehensive Peace of Agreement (CPA) signed in the City of Navasha, Kenya in 2005. This was pave the way for the independence of South Sudan through the Referendum that was conducted in 2011. After the re-emerging of the South Sudan Civil war in 2013, the refugees had culminated into the establishments of the four major Refugees Camps namely: Kule, Tierkede, Nguenyyiel and Okudu camps in Dimma District and in Puniyido as well. Refugees and host community in these areas have had souring relations. A number of strategies have been put in place to manage and to ensure smooth relations between Refuges and host communities, especially by UNHCR.

Public relation has been applying in many areas such as conflict management and resolution. Studied have looked into effective conflict resolution tactics (Gallicano, 2013). Nonetheless, their generality has converged on the importance of public relations in conflict settlement. Huang and Su (2009), examined how public relations methods are related to dispute resolution. Qiu and Cameron (2007) looked at how strategic conflict management can use a public relations technique in health communication. The emergence led to further improvement on tolls like public opinion, publicity, advertising propaganda, press release, and conference (Kotler and Armstrong, 2006). Broom & Tucker, (2008) defines public relations as the management process whose goal is to attain and maintain accord and positive behaviors among social groupings on which an organization depends to achieve its mission. Its fundamental responsibility is to build and maintain a hospitable environment for an organization.

This study try to assess the role and practices of public relations of the UNHCR in building smooth relations between refuges and host community in Itang and the manner in which public relation activities have been applying by managing communities' relation in the area. It therefore, aims to assess the effect of the policy practices and the function in which it shaped inter community's relations in Tharpham.

1.2. Statement of Problem

Gambella region has been hosting refuges from South Sudan since 1960s. The conflict, which erupted on the 15th December, 2013 in South Sudan, created a new influx of refugees in Gambella region (World Bank, 2020). These refugees are settled in five refugee camps in Gambella regional, and the camps are Punyido, Kule 2, Ngueny-yiel, Tierkedi and Ukugo.

The arrival of refugees causes environmental problem and competition over the natural resource area with the local community. The presence of refugees has increased pressure on the local environment, as refugees cut down trees and grass and collect firewood for use as cooking or heating fuel. Environmental degradation has led to tensions between refugees and hosts, but refugees report having little alternative given their highly constrained livelihoods (World Bank, 2020).

While refugees might impose a burden on local infrastructure, the environment, and resources, they also provide inexpensive labor, bring new skills and networks, expand consumer markets, and result in increased foreign aid (Betts et al. 2014; Whitaker 2002; Chambers 1986). In fact, there have been numerous efforts to measure the costs and benefits

associated with hosting refugees, especially in the policy arena, since the early 1980s, (Deardorff Miller, 2018). The researcher assessed the role and practices public relations of UNHCR in building smooth relations between refugee and host community, several assessment had been done on cultural prospective and economic development but there is gaps on social interaction, services deliver and community relations. As far as the knowledge of the researcher is concerned, there is not enough concise research done in UNHCR public relations office in related to the role and practice of public relations on organizational activities. Therefore, the studying concern of UNHCR public relations practice on organization is to identify the gap which was not assess by others researchers because ones refugee and host community are in fragile relations, the area will be more insecurity, poor relations will emerge and the negative perception will be develop. Therefore, this study is initiated to fill the gap and makes a fruitful effort to assess the role and practice of public relations, by taking PR activities of UNHCR in the case of refugee and host community in focused.

1.3. Objective of the Study

This study has both general and specific objective

1.3.1. General objective

To understand role of public relations in building smooth relationship between refugees and host community in Itang Special District

1.3.2 Specific Objectives

i. To explore the role of public relations in building smooth relations between Refuges and Host communities ;

ii. To examine the practices (system & mechanism) public relations in building relations between Refugees and Host community;

iii. To determine effects of public relations in building smooth relations between communities in the area.

1.4 Research Questions

i. What is the role does of public relation in building smooth relations between Refuges and Host community?

ii. What are the public practices and mechanism employed by UNHCR in building smooth relations between Refuges and Host community?

iii.   What is the effect in public relations practices in building smooth relations between Refuges and Host community in the area?

1.4 Significance of the Study

This study will help to contribute as the policy guide to various government institutions such as government, intergovernmental organizations, as well as Nongovernmental Organizations that are engaging in the peace building programs. More importantly, it this study will be used as the research guide for future research in the similar area.

1.5 Scope of the Study

The focus of this study is public relations on refugees from South Sudan. South Sudan got its independence from the Republic of Sudan in 2011. This study focuses on Tierkede refugee Camp and Pulkot kebela of Tharpam area. It is home to 62,715, refugees from South Sudan (UNHCR 2020). Tierkede is the closest camps to the host community by physical distance. Refuge and host Community around Tharpam area also known as Pulkot kebele are all from to the Nuer, they sharing same culture, speaking one language and share the same way of life.

1.6. Study Limitations

Challenge was lack of resources, time, and finance. It was mostly challenging to access to resources, mainly online resources. Research sites are remotely located in places with limited transport service; mostly instance transport to refugee camps was difficult. It was therefore, challenging to get transport to some of the research site and arrive on time. Travels to for field work in the camps was sometime made on foot. That posed difficulty to engage with informants on timely. Also, travel to places with limited transport was exhausting and daunting.

1.7. Organization of the Study

This study is organized in to five chapters, chapter I introduction with its sub topic background of study, statement of problem, research objective, research questionnaire, significant, scope, and limitation, chapter II focus on the literature review, chapter III focus on the research methodology which comprise of research design, population study and sample size and sample technique, chapter IV Data presentation, analysis and main finding, finally Chapter V is conclusion and recommendations

CHAPTER TWO

REVIEW OF THE RELATED LITERATURE

2.1 Public Relation

Public relations are a topic of debate and controversy as an event; both are societal, with individuals as the center of attention. According to David (1983) states public relations study fundamental ideologies, ideas, attitudes, theories, and attitudes that regulate social behaviors, and of course debates centered around, its meaning and the definition as well. (Hutton, 1999; Mersham, Rensburg & Skinner, 1995) argue the search for a single, broadly accepted definition for the field of public relation is an ongoing struggle and both public relations literature and practice have not yet agreed on a definition. The search for a definition started in 1975, when the American Foundation for public relation Research and Education searched for a universal definition.

Contemporary public relations are in transition both in practice and in theory. Signs of the transition surface in significant differences between definitions, in contested accounts of its history. In the main Anglo-American professional public relations associations, the dominant definitions of the field in the 20th century clustered around the idea of public relations as a function of managing with managing closer in its meaning of to control rather than to cope with communication and relations between an organization and its publics. The public relations field has grown to encompass the building of important relationships between an organization and its key publics through its actions and its communication (Public Relations Society of America, 2009).

PR has suffered from an identity crisis. It is an applied professional practice and an academic field, and both offer communication centered and research based ways to understand, inform, and intervene to adjust relationships between ideas, individuals, groups, and societies. In 1980 the Public Relations (PR) Society of America did research on the stature and its role (Lesly, 1982).

Public relation is better described than defined. More recent definitions identify public relations as less organization centered and more democratic by emphasizing its role in constructing mutually" beneficial relationships rather than aligning with traditional command and control management. There is therefore, shifting emphasis on the meaning and the

definition of public relations being field of study and as professional as practices. Historically, public relations scholarship has been focused on practices: how public relations are practiced (Cutlip, 1994) and what public relations practitioners do (Gower, 2006) are traditional themes in the literature. To scholars in the area, public relations is seen as the larger profession and an umbrella term, comprising many smaller sub functions, such as media relations or public affairs or investor relations.

Chartered Institute of Public Relations (CIPR) defines public relations as being concerned with reputation the result of what you do, what you say and what others say about you and influencing opinion and behavior (http://www.cipr.co.uk/content/about-us/aboutpr). Meanwhile, (Pérez-Senac, 2000; cited in Sriramesh & Verˇciˇc, 2009) understood it as: a social-technical-administrative discipline by which the opinion and attitude of the public is analyzed and evaluated and a continuous planned program is done with a reciprocal communication, based on the interest of the community, destined to maintain an affinity and beneficial understanding with the public. It is often equated with only corporate communication, and at least in narrow sense conceived with reputational management.

PRSA website defined public relations as a strategic communication process that builds mutually beneficial relationships between organizations and their publics to move away from the ideas of control and top down, one way communications associated with management (http://prsay.prsa.org/2012/03/01/new-definition-of-public-relations/. As a result, it is generally, seen as managing how other see and feels about person.

It is being conceived as the body of knowledge on how best to coordinate the activities of an enterprise to achieve effectiveness Mckie and Sriramesh, 2017), the process of not only sending a message to a receiver but also understanding the messages of others through listening and dialogue. Any group(s) of people held together by a common interest. They often self-organize and do not have to attune to an organization's messages (Mckie and Sriramesh, 2017).

Among the many competing definitions of public relations, J. Grunig and Hunt (1984) provided the most widely used definition of public relations that regards it as the management of communication between an organization and its public. Regarded as famous Grunig and Hunt's famous definition of public relations are summarized as follows:

- **Management**:- The body of knowledge on how best to coordinate the activities of an enterprise to achieve effectiveness

- **Communication**:- Not only sending a message to a receiver but also understanding the messages of others through listening and dialogue

- **Organization**:- Any group organized with a common purpose; in most cases, it is a business, a corporation, a governmental agency, or a nonprofit group

- **Publics**: Any group(s) of people held together by a common interest. They differ from audiences in that they often self-organize and do not have to attune to messages; publics differ from stakeholders in that they do not necessarily have a financial stake tying them to specific goals or consequences of the organization. Targeted audiences, on the other hand, are publics who receive a specifically targeted message that is tailored to their interests.

Generally, the term public relations, it is also referred to as strategic public relations and strategic communication management.

2.2. Roles and Functions of Public Relations

In 1982, however, the Public Relations Society of America (PRSA) adopted the following definition of public relations that helps identify its purpose (Public Relations Society of America (2009b). Public relations scholars have consistently maintained that public relation has its primary purpose, relationship building with both internal and external publics of organizations through the use of communication.

PRSA clarify the function of public relations as helping complex, pluralistic society to reach decisions and function more effectively by contributing to mutual understanding among groups and institutions. It serves to bring private and public policies into harmony. An important role of public relations is building mutual relations.

Public relations therefore, serves a wide variety of institutions in society such as businesses, trade unions, government agencies, voluntary associations, foundations, hospitals, schools, colleges and religious institutions. To achieve their goals, these institutions must develop effective relationships with many different audiences or publics such as employees, members, customers, local communities, shareholders and other institutions, and with society at large. The managements of institutions need to understand the attitudes and values of their publics in order to achieve institutional goals. The goals themselves are shaped by the external environment.

The unique management function of public relations is critical to the success of any organization that engages people in its operation, whether they are shareholders, employees, or customers and a goal-oriented and communication process that can be applied, not only in the business world but also in the world of nonprofits and nongovernmental organizations.

2.3. Practice and the Practitioner of Public Relations

Majority of public relations activities around the world are conducted by governments and nonprofits (NGOs). Public Relations as the practice seeks to influence the building, maintenance, and restoration (or, on occasion, destruction) of reputations and also to integrate different perspectives and groups, particularly through its enactment of activities such as issues management, crisis resolution, and risk communication. Because the field; s major arena of social action is the public sphere, especially in media (online and offline), politics, and public opinion, public relations activities can impact significantly on democracy.

Public relations practitioners have, for example, helped mobilize populations to participate, or cease participating, in wars. Individuals and organizations who use public relations range from CEOs, corporations, governments (local and national), and think-tanks through to activists, charities, educational institutions, health organizations, NGOs, and ordinary people (David Mckie and Krishnamurthy Sriramesh, 2017).

In general, public relations professionals can be communication managers who organize and integrate communication activities, or they can be communication technicians who primarily write and construct messages. Research in this area led to the identification of four specific roles: the technician role and three types of communication managers. They are therefore communication technician, expert prescriber, communication facilitator and problem solving facilitators. Practitioners in this role are usually not involved in defining problems and developing solutions, but base their tactics on the technical skill of writing.

Expert Prescriber is someone an authority on a particular industry, problem, or type of public relations and is given the primary responsibility to handle this function as a consultant or with little input or participation by other senior management.

The communication facilitator:- is a boundary spanner who listens to and brokers information between the organization and its key publics. According to Cutlip, Center, and Broom, the goal of this role is "to provide both management and publics the information they need for making decisions of mutual interest (Cutlip, Center, and Broom, 2006).

The problem-solving facilitator:- collaborates with other managers to define and solve problems. This role requires that the professional is a part of the dominant coalition of the organization and has access to other senior managers. The problem-solving facilitator helps other managers think through organizational problems using a public relations perspective.

Research on these four roles found that the communication technician role was distinct from the other three roles and that the latter three roles were highly correlated (Dozier and Broom (1995). In other words, an expert prescriber was also likely to fulfill the role of the communication facilitator and the problem solving facilitator. To resolve the lack of mutual exclusiveness in the latter three roles, they were combined into one role: communication manager.

The dichotomy between the communication technician and the communication manager more accurately explained the responsibilities of public relations practitioners within organizations. Research indicates that practitioners in a predominantly technician role spend the majority of their time writing, producing, and placing communication messages. Broom and Dozier (1986) typically, those in this role are creative and talented with language and images.

Their capacity to create and produce messages with powerful imagery and evocative language is very important to the execution of public relations tactics. However, technicians rarely have a seat at the management table and do not have a voice in the strategy of the organization. Once the strategy is decided, the technician is brought in to execute the deliverables (or tactics) in the strategy.

The communication manager is involved in the strategic thinking of an organization and must be able to conduct research and measurement and share data that informs better decisions for managing relationships with key publics. The communications manager thinks strategically, which means he or she will be focused on the efforts of the organization that contribute to the mutually beneficial relationships that help an organization achieve its bottom-line goals.

These efforts are not limited to communication strategies, but include monitoring an organization's external environment, scanning for issues that might impact the organization, and helping an organization adapt to the needs of its stakeholders study on excellence in the practice of public relations found that one of the major predictors of excellence was whether the role of the top public relations executive was a manager role or a technician role (Grunig, J. E. (1992). Those in the management role were much more likely to have a positive impact on the organization's public relations practice. In order for corporate communication to

function strategically, the executive in charge of the function must have a place at the decision-making table.

Scholars and a section of public relations practitioners have emphasized that public relations is not all art but also has (or should have) elements of science (research based strategic planning) in it. For example, public opinion research, one of the typical activities of public relations practitioners, involves gathering empirical data and analyzing it scientifically in order to understand the opinion of publics so that the organization can communicate effectively with them. Effective public relations have become a combination of art and science. In contrast, some critics seek to wrest the field away from science and are root it in the humanities.

The body of knowledge on how best coordinate, the activities of an enterprise to achieve effectiveness. The process is not only sending a message to a receiver but also understanding the messages of others through listening and dialogue. Any group organized with a common purpose; in most cases, it is a business, a corporation, a governmental agency, or a nonprofit group. Any group(s) of people held together by a common interest. They often self-organize and do not have to attune to an organization's messages.

Public relations in a traditional sense is arguable lends itself well to our practice-oriented approach. Some of the clearest examples of public relations practices that contribute to institutionalizing legitimacy are seen in practices that lead to introducing and building acceptance (legitimacy) for new ideas and concepts (Rao et al., 2003, Hannan et al., 1995) and repairing and maintaining legitimacy when organizations practices are being challenged (Elsbach and Sutton, 1992, Elsbach, 1994).

However, Public relations practices also focus on lobbying and advocacy work (Smith and Ferguson, 2001), and on relationship management (Ledingham and Bruning, 2002). All these types of public relations activities contribute to building and maintaining the legitimacy of new ideas, products and organizations. From this view Public Relations Practitioner in this regard is the UNIHCR that is responsible for managing and organizing communications among humanitarian agencies dealing with refuges and host communities. UNHCR provides leadership to the multitude humanitarian organizations in refuges response.

2.4 Public Relations and conflict Management Strategies

The strategic plan should be focused on resolving or capitalizing on the situation identified in the problem/opportunity statement. It begins by flipping the problem/ opportunity statement into a goal. In the case of the energy company, the goal might be the following: "To use communication and actions that improve relationships with key members of the community in order to successfully[1].

Public Relations strategies for conflict management Public relations contributes to mutual understanding across groups and organizations, which help our complex, multicultural society gain a competitive edge and execute more successfully. Its purpose is to bring public parties into an agreement. Anaeto and Solo-Anaeto (2009) identify four public relations strategies in the management of conflict.

They are (1) Collaboration: This involves using constructive dialogue by both parties involved in a conflict to find an explanation to the problem. The welfares of both parties are defined, and there is a determination to satisfy all the claims to ensure an amicable relationship equitably. 2) Negotiation: This strategy involves a bargaining process.

Steyn (2011) defined public relations strategists' tasks as identifying and maintaining society's subjects and preparing communication systems to avoid conflict. Steyn and Green (2006) proposed a novel theoretical framework for contemplative and educational functions. They renamed the strategist function as a reflecting or strategist role and envisioned it at the strategic management level. As a result, Steyn's (2009) strategist function expanded by including the meditative dimension. Other Public relations activities include lobbying, advertising management about public issues and planning community events.

2.5. View on the Refuges Presence

Refuges presence has been viewed in different ways. Those views take negative and positive presence of the refuges in the refuges hosting areas. When refugee camps are constructed also new interactions are created between refugees and the communities hosting those (Crisp 2003). What is often experienced in such scenarios is that situations of tensions and conflict between refugees and the host community prevail for different reasons.

Although employment opportunities increased with the coming of the refugees, there was fierce competition for all positions and many of the more senior positions went to better-educated Tanzanians from other regions. This caused resentment in local communities.

Many staff was in fact transferred to the Kigoma operation after the departure of Rwandan refugees from Kagera region. NGO representatives argued that they sought the most qualified individuals, and that most educated people from Kigoma no longer lived in the region. Nevertheless, even at lower level positions, hundreds of local people were hired and were able to bring a degree of development to their communities.

Community Interaction Refugees have both positive and negative challenges on the host community and the refuges population ass well (United Nations High Commissioner for Refugees 2004). These come as the result of interaction challenges between the Host Community with the Refugees.

Refugee presence changes a country's market and social composition and also brings with it its businesses. The refugee-host community interaction especially in sub-Saharan African countries has evolved and changed for the worst with current refugee influxes countries (Harrell-Bond, B. 1986).

Jacobsen (2002) supports the arguments by (Lom 2001) that when refugees arrival in new communities there are likely risks of security problems of different natures both between refugees and with the host community. Such conflicts may vary over a broad spectrum including local crime and violence, clashes between refugees and the host community, organized crime, drug smuggling, human trafficking amongst others (Lom, 2001).

The challenges between refugees and people of host communities often take place within refugee camps as it often is the main area of services and resources (Crisp 2003). Refugees are also usually restricted to movement while insecurity measures inside camps are high (Crisp 2003). Nevertheless, situations of violence and conflict between refugees and hosts are also present outside the camps. In such scenarios, if donor support decreases over time refugees might be "forced" or tempted to go to search for livelihood resources in the host community which usually is illegal (Milner, 2006).

Refugees have significant direct and indirect economic impacts to a point of affecting the social and infrastructure institutions as (Kinyanjui 20117). Tensions between refugees and their hosts arise due to inequality in terms of accessing resources and enjoying their rights

and freedoms (Kinyanjui 20117). Refugees are expected to benefit from resources offered by international non-governmental organizations (NGOs).

These resources such as training, sanitation, education, and healthcare, are often available to the refugees but not the host community (Kinyanjui 20117). These services rarely target the host community but rather focus on the welfare of refugees. This kind of situation develops to one where the local host community negatively perceives the refugees and hence the relationship often turns sours (Kinyanjui, 2017).

2.6. Public Relations versus Refugee-Host Community Dynamics

The UNHCR agency was mandated to be the sole implementer of refuge protection soon after the end of World War II. It is part of an International Refugee Aid regime. This regime was a partnership between governments of refugee-hosting countries and international aid organizations. They were responsible for refugee relief and were legally established amid the 20th Century (Han, Courtney 2009). It is under this regime that sought to coordinate emergency relief efforts and run, 'care and maintenance' programs until refugee cases are safely resolved under one of the durable solutions (UNHCR, 2007).

These durable solutions are resettlement to other countries, repatriation to the country of origin, and local integration in their country of asylum. The host communities are requested to provide security to refugees and respect the principles of non-refulgent which meant that refugees could not be forced to go back to their country of origin that they were fleeing from (Harrell-Bond, B. 1986).

The concept of this relationship can be traced back to the arrangements after World War II that had Europe dealing with refugee displacement in Europe (UNHCR, 2007). Refugees in sub-Saharan Africa were common in the 1960s because of the struggle for independence by many African countries from the colonial powers. For this reason, the international refugee aid regime focused on the care and maintenance" strategies for refugee populations in Africa and other strove for refugee "self-sufficiency" on non-restricted refugee settlement in the host countries (Harrell-Bond, 1986).

Reasons for refugee flow changed as conflicts in Africa and notably evolved from fighting for the freedom to fighting for power and resources; from fighting with colonial powers to fighting within sovereign states or with terrorist organizations. As such, the care and Manteca

strategy had to change and adjust to the current needs of full self-sufficiency and refugee reduction (Harrell-Bond, B. 1986).

The main reason behind this situation is mostly due to the pursuit of resources and security by the host community while viewing refugees as an obstacle to achieving such goals. Host governments in some sub-Saharan African countries began to respond by reducing refugee political, social, and legal rights restricting refugee movement and refusing local integration as a durable solution (Kaiser, T 2005).

2.7. Theories of public Relations, Conflict Management and Resolutions

Science of public relations relied on conflict as a theoretical foundation for problem-solving. In the realm of public relations, there are various researches on dispute resolution. For instance, Gossen and Sharp (1987) considered public relations to deliver service to achieve a mutually beneficial outcome. Ehling (1984) and Lauzen (1986) investigated the direct connection between dispute resolution and public relations.

Murphy (1991) advocated a mixed-motive paradigm for managing conflict in which the public and organizations should work together. According to Plowman (1998), conflict resolution can enable public relations practitioners to join a group's majority alliance. Public relations have managed to stay a valuable tool in conflict resolution.

A study of public relations and conflict necessitates the examination of public relations strategy and appropriate conflict theories. In their broadest sense, theories are a collection of interconnected generalizations integrated to build a formal process of interpretation in which no paradigm undermines others (Defleur and Ball-Rokeach, 1982). It's a collection of related statements that give a systematic perspective of a situation by defining links between concepts (Wimmer and Dominick, 2006). In the context Amongst the Key theories

2.7.1. Eclectic (hybrid) Theories

These are a collection of conflict theories derived from psychology that lead to the occurrence and resolution of conflict. Eclectic approaches begin with the premise that both underlying and situational variables determine the conduct and that these aspects cannot be divided (Akanji, 2011). According to Cunningham (1998), eclectic theories argue that insurgencies are a combination of different variables.

Political, social, economic, historical, spiritual, cultural, and psychological factors can all contribute to a conflict because conflicts are so complicated, communication experts like

Skinner (1974); Yusuf (2012). Kurt Lewin's "Field Theory," according to Tidwell, falls into this category because it aims to combine individual behavior and social context in conflict.

According to Lewin, both individuals and communities are interconnected and accountable for any occurrences. As a result, human behaviour confounds in explaining variance between intrinsic and human behaviour. Eclectic perspectives, accordingly, identify two primary reasons for conflict in every dispute. On the one hand, contingent motives produce disagreement. These are societal inequalities that are deeply ingrained. '

However, rarely sufficient, to initiate the conflict within their own society and they are, on the other hand, conflict "triggers," which are the fundamental (immediate) reasons for failure (Akanji, 2011). Cunningham (1998) also backs up the idea that eclectic theories can better understand variation. He referred to them as a synthesis of micro and macro theories.

2.7.2. Transfer Process Model

Frank Jefkins offered the public relations transfer process model in 1988. The theory's central tenet is that unpleasant situations can be transformed into positive outcomes via effective communication, resulting in mutual understanding. It demonstrates how communication experts can use and apply public relations tools and techniques to set organizations' hostile conditions.

In addition, the administration has shifted its perspective from sympathy to hospitality, acceptance to prejudice, curiosity to apathy, and ignorance to knowledge (Jefkins, 1992; Nkwocha, 1999). According to Oji (2009), the transfer process model is an antidote to organizational conflict since it targets all adverse characteristics such as prejudice, antagonism, ignorance, and apathy.

2.7.3. Social Exchange Theory

Exchange theory has been one of the major theoretical perspectives in the field of social psychology since the early writings of (Homans 1961, Emerson 1962, and Blau 1964). This theoretical orientation is based on earlier philosophical and psychological orientations deriving from utilitarianism on the one hand and behaviorism on the other.

The vestiges of both of these theoretical foundations remain evident in the versions of exchange theory that are current today. Social exchange theory explains the processes of

negotiated exchanges among actors in the wider societal structures. The theory assumes that human relationships are products of subjective cost-benefit analysis.

The theory traces its roots in the disciplines of economics, social psychology, anthropology, and sociology since the 1950s, proving its eclectic origin (Cook and Rice 2002; Yutyunyong 2009). It's also good to take a note on the fact that the assumptions of exchange theory, discussed in the forthcoming paragraphs, are excerpts and contributions made by various scholars, with their respective approaches. That is to mean various authors have defined, characterized, and approached exchange theory differently.

According to Zhang, Inbakaran and Jackdon (2006) Social exchange theory is, "…a relationship maintenance theory that looks [into] how people arrive at their decisions in relationships. It posits a …system of measuring outcomes, taking into account the actions of others, rewards and costs, comparing results… prediction, and transformations." Broadly putting, two models offer explanations in social exchange theories: the (1) individualistic model, and (2) the collectivist exchange model (Cook and Rice 2002).

The individualistic model argues that individuals seek to maximize their private pursuits and calculations. In this individualistic orientation of social exchange, benefits and rewards follow mutual reciprocations. The work of Homans (1961) and Blau (1964), as principal protagonists of the theory, gave much insight to the individualistic exchange model. Homans (1961), for example, revealed several fundamental propositions that direct exchange behaviors in small group settings.

In the first place, the success proposition dictates that actions generating positive consequences often lead to repeatable behaviors that aim to boost success. The stimulus proposition underlined that behavior rewarded through some conditions in the past will be performed and repeated under similar situations. Value propositions focus on the values of the results of an action to a person. Cook and Rice (2002) also noted that a deprivation satiation proposition i.e. excessive reward in a recent past diminishes the marginal utility of the rewarded good or service.

In connection, the aggression-approval proposition describes the emotional reactions of individuals towards different rewarding situations. The rationality proposition combines the elements of the three first propositions i.e. repetition of rewarding actions, responses to stimulating rewards, and humans' actions based on values attached to the outcomes of a given action (Wallace and Wolf 1995).

On the other hand, the collectivist approach puts emphasizes generalized exchange principles covering three and more actors in the context. Under this scenario, mutual social exchanges do not operate. Rather, exchange assumed shared values in which actors discharge their obligations to the group or the society. In the collectivist exchange model, self-interest declines, and societal concern rises (Abercrombie, 1994).

Under most circumstances, Social Exchange Theories consider actors to display their behaviors, interests, and orientations. Actors seek to increase outcomes that are positively valued and decrease the ones that are negatively valued. Social exchange occurs, as what humans consider valuable mostly is available in the hands of other actors in society or groups.

Inevitably, social exchange relations that emerge among actors leads to their interdependencies. The growing degrees of interdependencies among actors usually result in dual outcomes: (i) commencement of social integration, or (ii) creation of social differentiation, which is attributable to unequal dependencies of social exchange relations among actors (Blau, 1964; Cook and Rice 2002; Molm 2003).

On the contrary, both positive and negative networks happened as the result of interaction between refugees-host communities (Rice 2002). The refugees and the host community are benefiting from one another through mutual trades and job opportunities. Nonetheless, the negative aspect of the interaction is the competition over the scarcity resources which have triggered the conflicts and negative perspectives towards each other.

2.7.4. The Socio-Ecological Model

The Socio-Ecological Model emphasizes the roles of the physical and social environment in the process of shaping human behavior (Batistich, 2004). The ecological theory comprises several variables that encourage investigating an issue from different perspectives. The ecological theory considers cultural and societal beliefs, values and norms, social structure, age and gender inequality, economic environment, individual, family, and community characteristics (Burnight & Manstead & Hewstone, 1999).

The socio-ecological model highlights the influence of individuals, families, groups, organizations, and communities on human behavior (McClennen 2010). Thus, from socio-ecological lenses, social policies, public unrest, inadequacy or nonexistence of health and social care facilities and services, racism, and marginalization of refugees may be seen as

contributing to prospects and challenges of refugees-host community interaction (Eckley1995, Salari, 2011 and United Nations Population Fund 2002).

Socio-Ecological model is applicable to explore some of the potential contributing factors that increase the refugee's situation in the Ethiopian context including economic problems, inadequacy, or nonexistence of health and social care facilities and services, a decline of values and norms of respecting of the interaction (Batistich, 2004).

CHAPTER THREE

RESEARCH METHODS AND METHODOLOGY

This chapter presents with methodological outline and the study methods used to carry out this study. They include, it pronounced research approach and justification. This presents and explains fundamental research design, study population and sampling, sampling method and design and techniques. Also, source of the study, obtained from primary and secondary sources and the research instruments and tools as well as the study methods, method of data presentation and analysis and ethical considerations are being explained.

3.1. Description of the Study Area

The study area is Itang special woreda Tharpham [Tierkidi] Refugee Camp established in 2014 in Itang Special Woreda. This woreda consists of 21 kebele, of which 95% lies in the floodplain of the Baro river basin (Tamiru, A., Wagesho, N., & Alem, E 2014). The woreda is home to 35,686 populations (CSA, 2007). Itang Special District is one of the woreda in the Gambella Region of Ethiopia.

It is the region, many ethnic groups live, and the region belongs to Nuer, Anuak, Majanger, Opo, and Komo (The Gambella Regional State Constitution, 2002). Gambella Region is categorized into three zones and one special woreda: Anuak zone, Nuer zone, Majan zone, and Itang Special woreda. It is also home to 320,995 refugees from South Sudan settled in three different camps in Itang (UNHCR, 2020).

Table 3.1: Refuges & Hosting Communities in Gambella

#	Refugee camp		Host Community adjacent camp		Woreda	
			Direct Impact		Indirect impact	
	Name	Pop.	Village	Population	Name	Pop
1	Jewi	56,188	Gambella	4,417	Gambella	39,605
2	Kule	44,021	Itang	6,958	Itang special Woreda	39,686
3	Nguenyyiel camp (new)	82,614				
4	Teirkidi	62,715				
5	Okugo	11,135	Dimma	11,001	Dimma	3,103
6	Pugnido	41,581	Pugnido	12,836	Gog Woreda	7,617
7	Pugnido II	8,994				
Total		307,248^2		35,212		90,011

Source: UNHCR©2020

3.1.1. The Context of Refuges and Host community Relations

The host community in Itang Special District (woreda) includes many ethnic groups such as Nuer, Anuak and Opo. Refugees are located around Tharpam area, an area of Pulkot. Pulkot is the closed area to the refuges in the area. Host community live at Pulkot while refuges live in Tierkedi located close to Pulkot. Refugees and host communities have been interacting with refuges in varying forms and manners. Tierkede refugee camp is mostly comprised of the Nuer population who relate well with the local host community. The culture and language of the both communities are quite same between many; these provide opportunities for improving relations.

International humanitarian organizations such as UNHCR, Save the Children, DRC, World Vision, UNICEF and Action with support and of government authorities are responsible for provision of service delivery to the refuges. With Among service provided by these Nongovernmental Organizations (NGOs) are education, health, and drinking water, food items and sheltering. Community in the area has dynamic relations on socio economic-basis. One of the main challenges that issues of tension between two communities is on land environment. Concerning environmental resources individuals from the host communities perceived that the presence of refugees reduced forests, in term of cutting of trees for firewood and burning of the forest. The host community participants claimed that access to environmental resources is diminished since the arrival of refugees here. The forest has been deforested because of the large refugee population uses it for different purposes.

Refugees on other hand are reported that they are treated differently with host community even though they perform the same job with the host community, for instance, in the area of employment among the NGOs employments. It understood that refuges workers/ employees are paid 700Birr/ month, in contrast to non-refuges workers/ employees who paid with minimum salary income of 15, 000 Birr/ month (Chuol Gatkuoth Both, 2020). Those challenges are the main impediments that affect the smooth interactions between the refugees and the host communIty.

That explanation is not all uniform as some sees positive relations between refuges and host community of the refuges. Significance majority of host community respondents of this study stated that they have 'unproblematic' relationship with refugee; also a significance majority refugee population equally expressed the same idea.

Figure 3.1: Refugees Population and Location in Gambella, Region
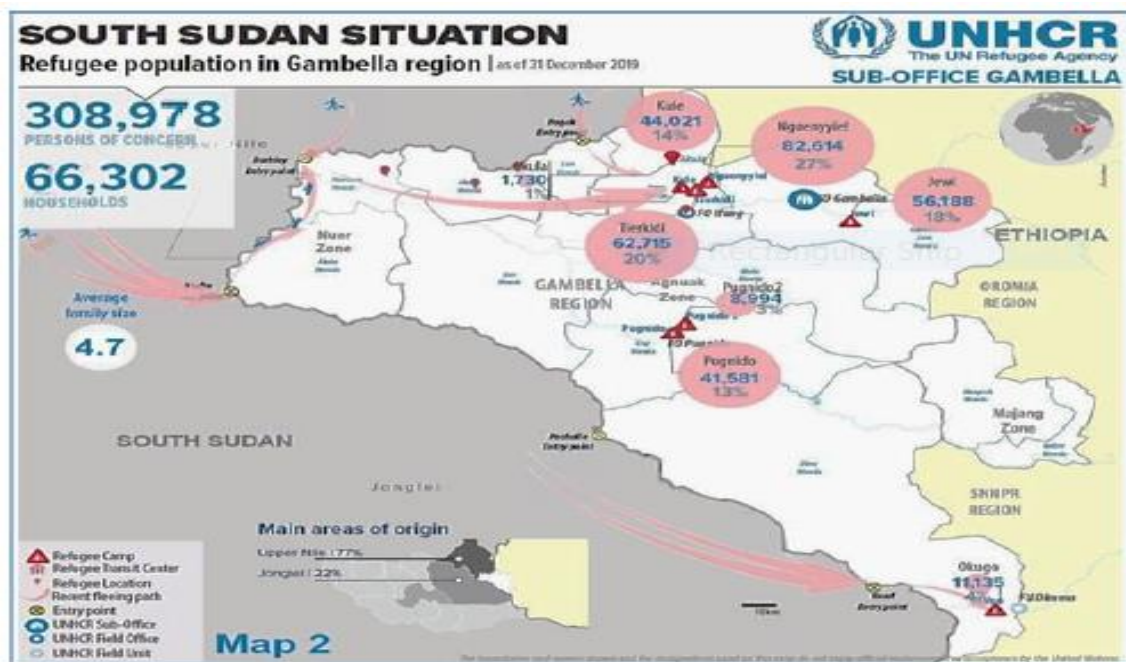
3.2. Research Design

The study employed qualitative research mainly in understanding the extend in which public programs in building smooth relations between community, and to determining the significance of public relations in building smooth relations between refuges and host communities in the area.

This study uses also descriptive design, to gather and analyze the data on the role and practices of public relation of UNHCR in Gambella, Tharpham refugee camp. Qualitative research, according to Van der Merwe (cited by Garbers, 1996) is a research approach aimed at the development of theories and understanding. Denzin and Lincoln (2005) define qualitative research as a situated activity which locates the observer in the world.

It involves an interpretive, naturalistic approach to the world, i.e. qualitative researchers study phenomena in their natural settings, attempting to make sense of, or interpreting phenomena in terms of the meanings people bring to them. Qualitative research implies an emphasis on the qualities of entities and on processes and meanings that are not experimentally examined or measured (Denzin& Lincoln, 2005).

3.3. Sources of Data

Data sources used combined primary and secondary sources. In this regard, qualitative design is most crucial one (in-depth interviews, focus group discussion) were employed to acquire firsthand information from selected respondents in host communities, refugees, local government officials, UN agents, and ARRA.

3.4. Population of the study

The target population was UNHCR staffs; refugee community and Host community and the area were Gambella sub-office, refugee camp and Itang special woreda.   This study was select 84 respondents; participants were contacted involving males and females. Of these 54 male and 30 females, However, these respondents were divided in to three categorizes, twenty four24 for key informant interview, thirty 30 for FDG and thirty for open ended questions since, research was conduct by using qualitative approach then descriptive analysis was used.

3.5 Sampling Techniques

Purposive sampling, targets was key informant samples that have been designed to find out important segments of the population, or important experiences defined by the research (Skovdal & Cornish, 2015). Based on purposive sample was actually select sample which is get the important group or experienced members which was answer the key informant questions, those respondents was PR practitioners of UNHCR, host community and refugee.

3.6. Data Collection Tools

 The data was collected from respondent by using interview, questionnaires, documents reviews, and focuses group discussion and observation technique.

3.6.1 Interview
Individuals and key informant interviews were used for this study. Semi structured and structured methods were therefore used. Interview involves, face to face and telephone interviews with participants from refugees, host community UNHCR relevant stakeholder, such as UNICEF, ARRA and other organizations.

Here is breakdown of interviewee

I had interview twenty four 24 people in the different sections in Gambella, Pulkota kebele host community, UNHCR and Tharpham refugee camp and my first interviewee were

UNHCR staffs two peoples, one public relations officer and educational coordinator and second group were refugee, fifteen peoples, five females and ten male including deputy camp chairman and last interviewee from host community, I had interview seven 7 people in which two of them were from local authority and among those seven people within the host community, three were females.

3.6.2 Questionnaire

Research questionnaire tool were developed and distributed to relevant stakeholders (mainly female and male teachers) of this study. Questionnaires were important understand opinions and views of the teachers on challenges and how they view existing, (known or unknown) and the potential benefits for the females teachers in the study area. During my distribution of questionnaire I was distributing more than forty open end questions to avoid long sitting interview but only thirty 30 questions were filled in good condition and the rest were not filled and some were mismanaged by respondent. However, four were answered by UNHCR staffs, sixteen 16 were filled by refugee in which seven of them were females and ten by host community and all were male in Tharpham.

3.6.3 Focus Group Discussion

Focus group discussion, as a data collection method, is a guided group discussion on selected topics. Mwanje (2001) characterized focus groups as team deliberations on key issues and gaps of the research under focus. Hence, FGDs help to generate data on community views about the smooth relationship building by the UUNHICR between the refugee and the host community, During my data collection I had form five group, among the refugee and the host community three groups from refugee camp with the total of eighteen 18 each group six people in which any group had three male and females, Which resulted nine 9 male and nine 9 female, moreover, host community had a two groups total of twelve people each group had six people with three equal numbers of male and female

3.6.4 Observations

Observation as a data-collection method presented a crucial opportunity to gather substantial facts during the fieldwork. Babbie (2008) acknowledged the superior merits of observation as it created opportunities for observing and thinking at the scene of the action, event processes, or phenomena. Field level observations serve as a complementary method to triangulate data collected through FGDs, in-depth interviews, and other tools.

The researcher was take the role of observation of participants on both refugee and the host community relations, my observation was much more essential on two communities' relations, host community and the refugee. And the areas of my observation were six centers, local markets, water points, ration distribution size and buss stations, schools and health centers, thereafter, that report was organize base on that reality observed in field fruitful knowledge was gained by researcher.

During my observation in the data collection field, I had experienced the relations was so positive between the refugee and the host community because when I went to the field, people were relaxing together but only some irregularity which use to happen in any society for instance there was dissatisfaction in the health center from refugee size, refugee were complaining of insufficiencies of health services while perceiving that if they were citizens they could get a good treatment and I had observe that health center was really poor

3.6.5 Documentary Review

To supplement the primary data, the researcher reviewed literature from secondary sources such as documents of various organizations, newspapers, magazines, conference papers, monographs, and tertiary sources including books and journal articles that focus on the situation of refugee, host community relations: practices and roles.

The review of these documents has been useful in identifying the gaps in previous researches on the subject under study and the selection of appropriate research framework and tools for the study. The researcher was trying to reviews UNHCR, archives, books, humanitarian newspapers and others related sources, internet browsing, as well as library research

3.7. Data Analysis procedure

After the data gathered, proper tools and techniques was used for detail analysis of data. The qualitative data gained from the open-ended interview part, was analyzed by using thematic analysis methods. Analyzing qualitative data typically involves immersing oneself in the data to become familiar with it, then looking for patterns and themes, searching for various relationships between data that help the researcher to understand what they have, then visually displaying the information and writing it up, Most importantly, according to Boyatzis (1998), suggested that the thematic analysis, which is based on the frequent theme of data can be used to make sense of qualitative data. It is used to analyze qualitative information and to systematically gain knowledge about a person, an interaction, a group, a situation, an organization, or a culture. This study also administered qualitative data in terms of content

and where applicable and a quotation form analyze, to assess the role and the practice of public relations of UNHCR. The data collected through key informant interview was also analyzed by descriptive analysis as well as data collected through Observation. According to Finlay (2011) the qualitative data was analyzed through such steps like reading and re-reading the original transcripts, reconstruct the content into significant statements, extract significant statement that make meaning, and integrate results with the essence of the phenomenon.

3.8. Research Ethics and Ethical consideration

Ethical issue is crucial in doing research, especially while collecting data, also in analyzing the data. Perception of respondents towards a researcher influences the quality of the data. In that case, the researcher should realize these biases and should work to get good information from respondents (Bryman, 2012). Ethical considerations were taken into account throughout the research process. One of the principles of ensures privacy of the participants' research, and this was given utmost consideration. Also, participants' informed consent and clear explanation of the study objective were guide ethical principles for this study. For this reason, it is keep all the information collected confidential and anonymous throughout the study.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1. The study participants

This study was conducted to understand the perspective of refuges and host community relations in the area of Itang, on peace and peace building and the manner in which NGOs public relations programming have shaped their relationship. For this study a total 84 participants were contacted involving males and females. Of these 54 male and 30 females, However, these respondents were divided in to three categorizes, twenty four24 for key informant interview, thirty 30 for FDG and thirty for open ended questions

The study contacted individuals from different socio-economic backgrounds and groups including, male and female, young and old people, refuges, host community, NGOs staff, and community and government institutions. These participants were contracted individually and through Focus Group Discussion. All these participants provide varying perspective of peace and peace building activities between the refuges and host community in the area. The view provided by all these participants' perspectives refuges and host community co-existing in the area.

4.1.1. Demographic Characteristics of Respondents

The sections describe sample respondents' sex, age, marital status, educational status, and religious domination of the refugee population and host communities.

Table 4.1: Demographic status of the Respondents

Variables	Categories	Frequency	Percent
Sex	Male	54	64.3
	Female	30	35.7
	Total	84	100
Age	15-19 years	12	14.28
	20-24 years	45	53.57
	25-29 years	22	26.16
	30 & Above years	5	5.95
	Total	84	100
Marital status	Single	26	30.95
	Married	38	45.24
	Divorced	12	16.67
	Widowed	8	9.52
	Total	84	100

Education level Education level	University	2	2.4
	College	14	16.7
	High School	53	63.09
	Primary School	15	17.85
	Total	84	100
Religious	Catholic	12	12.28
	Jovian	16	19.05
	Seventh Adventist	30	35.71
	Protestant	21	25
	Reformed church	5	5.95
	Other	-	-
	Total	**84**	**100**

Source: Field Survey ©2022

As indicated above table 4.1, a total of 84 respondents have participated in this study in which refugee and the host communities respondents, 54(64.3%) were male, and the remaining 30(35.7%) of them were female respondents. According to the results found in the age have exhibited that 45(53.57%) of the respondents were from ages 20- 24 followed by household heads with the ages ranges from 25 to 29, 22(26.16%).

Those in the range of 15-19 and above 30 years comprises of 12(14.28%) and 5(5.95%) respectively from host communities and refugee. The marital status of the respondents of this study, the majority 38(45.24%) of the respondents were married followed by single 26(30.95%) and those who divorced with their spouses were 12(16.67%), the remaining 8(9.52%) were widowed/er from the host communities and refugee.

On the basis of educational level of the respondents measured at the ordinal level. Majority of the respondents 53(63.09%) were secondary school followed by 15(17.85%) primary school, 14(16.7) were colleges respondent and two were universities respondent and above from the host communities and refugee. Finally, regarding the religion of the respondents, the majority of the respondents were Seventh Adventist 30(35.71%) followed by the protestant 21 (25%), Jovian 16(19.05%), catholic 12(12.28%) and reformed church 5(5.95%) of the host communities and refugee.

4.2. The role of public relations in Building Smooth Relations between Refugees and Host communities

The primary objective of public relations is to building an organizational image or positive relations between the organization and its key publics. And also advance, create and disseminate knowledge through research and provide, as part of its service to the community, promoting and developing scientific and technological research as well as research in the social sciences, the humanities, and the creative arts. Public relations practitioners involve a diversity of tasks. As we the UNHCR public relations office we are doing multi-programs as communications coordinators and communications technician between refugee, host community and the others NGOs who provide services to the camps and also disseminate information to the refugee though information we provide is not that much regular due to poor infrastructure in the area and poor network but we are doing management functions with collaboration with ARRA who try to administrate the refugee with our supports and this had been supported also by 25 years old man who live in the Tharpham refugee camp which said during my interview, we the refugee, we are in the remote area where there no enough access for communication and no FM and no community radio, we used only cellphone, suggestions boxes and the billboard or face to face communication, However, 34 years old female stress to me that not only communications problems but we live in fear specially at night because there are some gang groups who used to come to the area, since area is too remote while UNHCR and ARRA are very fare from camps

As the respondents were stated about the relationship between the refugee and host communities they knew in the area. Accordingly, the majority of host community respondents said that they have unproblematic relationship with refugee, some them from refugee population also expressed the same idea. The relationship explained by the host community and refugee respondents mainly relates to the fact that they have experienced some improvements in terms of accessing the camp for providing livelihood through work, business, and trading.

According to the data obtained from both key informant interview and focus group discussion, social interactions of refugees in Tharpham camp and the host communities have two forms. First, the host community and refugees have many social and cultural elements that the two groups share in common which played a role in the peaceful co-existence of the groups. Secondly, there are some activities of refugee which contributed to the social service of the host community due to the presence of them in the area. The study participants

indicated, both the refugee and host communities have many social elements in common that strengthen their relationship and their peaceful coexistence.

Most members of the refugee and host communities speak Nuer language that makes things easiest in their day to day communications and facilitates their social relationships. She added, as the two groups have a relation socially, refugees borrow different kinds of things like money and local crop product from local people (Female, age 31). Base on respond from refugee size, 24 years old man state it that there is numbers of challenges we are facing like jobs opportunities and un equal payment of salaries though we are the same Nuer and we usually ask UNHCR and others NGOs to give the positive solution if repatriation is not a solution because of existing conflict in the South Sudan.

In response these challenges complicating smooth relations between the refuges and host communities in the area a number of or programs were introduced by international humanitarian organizations according interview I had conduct with UNHCR educational coordinator in Gambella sub-office and he also refer me many programs organized by them. These programs were introduced in efforts to build peaceful relations and to smoothly manage their relations. Around this view, key programs introduced included: Refuges integration, Resources sharing, access to service (UNHCR, 2020, World Bank, 2020, Carver, 2018). These programs are introduced alongside community engagements programs. The different ways in which peace building efforts has been promoted involve implementation of development projects and public engagements.

4.2.1 Refugee Integration

Refugees' integration is seen as the fundamental mechanisms in smoothing relations between refuges and host community. Local integration involves three interrelated processes (UNHCR, 2019). There is a legal process through which refugees attain a wider range of rights in the host state, an economic process of establishing sustainable livelihoods, and a process of social and cultural adaptation in the host country (ReDSS, 2018).

Each of these processes is closely related to the implementation of the other pledge areas, in what was widely conceived to be CRFF programs. CRFF "initially focused on awareness rising, (UNHCR, 2020)", on building community peace building. As part of awareness and sensitization, the Regional Bureau of VERA, Labor and Social Affairs, Water Bureau, Bureau for Finance and Economic Development, Investment Agency, and Agriculture and

Natural Resource Bureau senior experts were involved in the vital events and livelihood technical working group workshop.

Partnerships were therefore, forged with Government, UN agencies, traditional and non-traditional donors, the private-sector, NGOs, civil society, academia, refugees, host communities and other stakeholders (UNHCR, 2019). Regarded as a multi-stakeholder approach , it aim it to expands opportunities, and ensuring a more effective response to developmental needs and aspirations of refugees and host communities through a 'whole of society' approach mechanism (ibid).

Also, the emphasis on increasing access to services, particularly education but also other social services such as health and water, sanitation and hygiene (WASH), speaks to another key element of 'integration': bringing more closely together what are currently largely parallel service delivery systems (UNHCR, 2019).

A notable area on smooth relations between the refuges is CRRF aimed at integrating refuges with local community is CRRF. The CRRF was officially launched in Gambella in May 2018 - initially focusing on awareness raising (UNHCR, 2019. CRRF was initiated in February 2016, in New York as the global scale refugees' project, and national scale the Ethiopian government has since outlined its own programs of improving rights and enhancing services to benefit both refugees and host communities, through CRFF approach (UNHCR, 2019).

 Its approach includes providing wider support to host communities through effective service delivery and by delivering (World Bank, 2020). It is designed to way of expanding out-of-camp policy for refuges in the way that to benefit 10 percent of the total refugee population (ibid), provide refuges with the work permit and Identification card (ID), provide, education to the refuges.

That is to provide work permits to refugees in the areas permitted for foreign workers. Education, opportunity, it aim was at increasing enrolment of refugee children in preschool, primary, secondary and tertiary education, without discrimination and within available resources. To provide work permits to refugees and to those with permanent residence identification (UNHCR, 2019). As a result, 10,000 hectares of irrigable land available; to enable 20,000 refugees and host community households (100,000 people) to grow crops was designed as part of the program (World Bank, 2020).

The other notable emphasis of CRFF is on increasing access to services, particularly education but also other social services such as health and water, sanitation and hygiene (WASH), speaks to another key element of 'integration': bringing more closely together what are currently largely parallel service delivery systems (UNHCR, 2019).

With public consultations in Gambella region have highlighted projects that benefit host populations (UNHCR, 2019). Priorities was to expand the Gambella Regional Hospital; renovation / building schools for refugees and host communities; Agriculture and Irrigation; Work and livelihoods (ibid). Besides, peace programs and community project programs designed as "Community Safety and Access to Justice Project (CSAJ)" was also introduced and implemented (ibid).

CSAJ objective programmed to improve community security, protection and access to justice for refugee and hosts in all camp areas, with attention to youth, women, and girls - designed to strengthen existing services through improved coordination, collaboration, and referrals between formal and customary institutions operating in the camps and in the host community communities (UNHCR, 2019).

Refuges and host community are integrated with host communities some practiced informal economies (UNHCR, 2019). Role of CRRF is played role in Refuges host community dynamics, and their peaceful relations, in sharing of the resources, business and trade (World Bank, 2020). In Itang, UNHCR cooperated with UNICEF, to replace a costly transport to refuges with water system serving both refuges and host community (UNHCR, 2018, UNHCR, 2019).

4.2.2. Access to Resources and Service on both, refugee and the host community

Participants from the host community indicated that the coming of refugees to this locality has advantage. The advantage is the coming of refugees to Itang special woreda expanded health service, clean water, and school that does not exist and far before coming of the refugee. Here in the case of health center, there were no more and organized health institutions that give service for the patient before the presence of refugees in the area. But now a day with no limitation, the health center gives a significant number of services for patients of the host community coming from different parts of the area to make use of this free health service. Also, as most key informants indicated patients with health problems including women during delivery time beyond the capacity of the health center always referred to the Gambella hospital freely without any payment.

Concerning on education, 24 years man from refugee said, education is social service that is provided for the refugee by UNHCR. Some of the host community was joint them by using ration card because the host community nearest to the camp has registered as a refugee using similar language. During the interview, host student also describes no new school is open due to the presence of refugees in the host community area but only the schools were established before the coming of the refugees, due to the presence of refugees, the existing schools like kula primary schools in Itang Special Woreda were constructed new classroom by International NGO`s like Plan International, ZOA and Danish Refugees Council (DRC) respectively.

Generally, reduce school distance is not the problem of the host community because no problem access to school before the coming of refugees that the schools have been already opened. However, after the arrival of refugee in the area, the host communities need additional classrooms due to the presence of refugees and the number of students increased. The school already constructed classrooms improved due to low quality construction materials by using local materials which has less durability and not attractive the students to attend their education.

The majority of refugees in Itang camp being Nuer were related through linguistic ties with the local population. As a result, they deserve special respect and treatment by the host which is always a threat to the other tribes. Accordingly, many refugees are living within the host communities sharing resources and social services. Some of the refugees have been housed with family/friends in the Itang woreda from the refugee camp for proximity to their cattle and homestead. Most of the time, it is difficult to identify refugees from the host communities due to the similarities that exist between them (Respondent, Male, age 28)

On the other hand, water is another social service. There are some hosts kebele which were very remote and hot, they were highly affected by lack of water and related problems before they get this water service. Their women and girls used to cross very long distances on foot to search the water for a drink and related purpose during the winter season of Ethiopia before the arrival of refugees in this area and the communities had been a bother. But now a day, UNHCR solves the problem due to the presence of refugees in the area. However, since the area is dry, there is a shortage of water during the winter season. Winter is the time the host community complains about the presence of refugees in the area. Water availability increases in Itang town. The refugee camp also gives pieces of training to host communities of Opo,

Nuer & Anuak. (FGD, pulkota kebele) Another issue is whether there is a balanced infrastructure for refugees and the host community. A key informant in Tharpham camp Zone one said, "Host community thinks that more facilities and infrastructure are available for refugees than the host community. In contrary, refugees believe there is better infrastructure for the host community than the refugees which build by the government". In this case, the question is difficult.

The researcher was able to observe the condition of the school, the health centers but facilities were very poor specially health service, and the road. But refugees don't have electricity, telecommunications, and good road. As one of my informants from Tharpham camp Zone two say in our coming from South Sudan 2014, we faced many problems, there were no enough services for us. But now there are secondary schools, clinics, clean water supply, and telecommunication service.

Besides, public relations are performed through service delivery, economic interaction business trade, as well as on the cultural dimension, also in job and employment (UNHCR, 2019, World Bank, 2020). Both communities share water, for instance, the UNICEF's supported water utility in Itang town is shared by refuges and host community.

The Itang water supply utility is an integrated system serving both refugees and host communities, supplying water for three refugee camps (more than 200,000 population) and around 25,000 hosts. Before the completion of the project, the host population depended on hand pumps while refugees relied on expensive water trucking (UNHCR, 2020).

Also, both have access to resources and service in their respective area. In Gambella, refugees are able to access Itang District's health posts, and host communities can also access the health posts and centres in the camps. There are three (3) referral hospitals in Gambella, serving the national population as well as refugees through the referral system (UNHCR, 2020). A host community participant explained, people in this area [Pulkot] can go to camp and get water from the community.

Host community can access service speech as health, in the refugee camp, while refuges can access host community service, for instance, refuges have access to education in the host while host community education (World Bank, 2020). Education access is to education to increase enrolment of refugee children in pre-school, primary, secondary, and tertiary education without discrimination and within the available resources (World Bank, 2020).

In Gambella, the Education Cannot Wait (ECW) project is promoting conflict-sensitive, risk informed, and inclusive education for host and refugee children. The project is constructed primary and secondary schools in Jewi, Kule and Tierkidi. The program is equally implemented in other camps, for instance World Vision International's project in Gambella is strengthening the school management system for refugees at the secondary school in Jewi camp. It also aims at strengthening the refugees' resilience to cope with various risks that children or youth may encounter in their prolonged refugee life (UNHCR, 2019).

The project also helps in developing capacity through providing continuing quality secondary education and builds a peaceful environment by promoting coexistence and cross-ethnic understanding between refugees and host community members. A secondary school was constructed for refugees and host communities contributing to peaceful co-existence related initiatives involving both refugees and host communities (UNHCR, 2019).

These NGOs' supported programs aims to address serious protection and early learning gaps for children, while supporting the peaceful co-existence between refugees and vulnerable host community members (UNHCR, 2019). Save the Children in particular, has made considerable educational and protection contributions under the CRRF, strengthening case management and community-based protection, enhancing early learning development, and engaging with local government bureaus (UNHCR, 2019).

In collaboration with UNDP and Gambella OPENO Technical College, 60 refugee youth took 12 days business training with host community members. The trainees were organized as six cooperative unions. Key results of educational access for instance have shown an increased access to entrepreneurship and market responsive vocational skills development training, with a focus on youth.

With a total of ETB 180,000 ($5,625) grant from UNDP (ETB 30,000/$938 for each union) the youth are currently working by opening shops and cafeterias in the camps (UNHCR, 2019). All aspects play important role in smoothing relations between refuges and host community in the area. These public relations efforts, supported by sharing of culture contributed effectively to smooth relations between refuges and host community in the area.

4.2.3. Public Engagement and Coordination

During my key interview with UNHCR public relations officer, he had address to me that Public engagement is also another vital public relations tool which is very useful to building

smooth relations, and ensuring boiling mutual relations and trust between communities. It has been used alongside, refugee's indirect integration and sharing of service and in building relation between refuges and hoist community in Itang. Their success mainly relies on awareness raising, consultation. Public engagement and intergroup communication is always important in building and shaping people relations, virtually as World Bank (2020) expounded that "…that clear communication and consultations are critical to shaping intergroup dynamics between refugees and hosts".

Public engagement has been promoted alongside service community integration, service delivery focusing awareness creation. Public engagement involving refuges and host community was understood have been undertaken through informal way like workshop, community consultation programs and awareness raising and promotion (ibidi). Consultations in Gambella have highlighted projects that benefit host populations of Gambella as priority (UNHCR, 2020).

CRFF focused on raising awareness on community peaceful con-existence. The CRRF was officially launched in Gambella in May 2018 - initially focusing on awareness raising (UNHCR, 2019). In 2019, UNHCR and ARRA continued research and communicated with youth and local leaders with a focus on socioeconomic inclusion opportunities (ibid).

As part of awareness and sensitization, the Regional Bureau of VERA, Labor and Social Affairs, Water Bureau, Bureau for Finance and Economic Development, Investment Agency, and Agriculture and Natural Resource Bureau senior experts were involved in the vital events and livelihood technical working group workshop (UNHCR, 2020). Awareness-raising and sensitization progressed throughout the Anuak zone as well with cooperation of the regional government funded through ARRA (UNHCR, 2020).

In order to ensure existence of high quality supervision and coordination in the shelter sector with the necessary continuity ideally at the Addis and the Gambella levels in view of the high budget and expenditures in the sector and the impact on the well-being of refugee, coo-coordination by a partner, in concurrence with the relevant technical unit at HQ and in consultation with agencies active in the response, is well advised in view of experts (ibid). In practical sense, public engagement in this regard takes two forms; they are therefore, inter-organizational engagements and inter- communities' engagement.

4.2.3.1. Forms of Public Engagement

Base on the respond I have obtain from public relations officer from UNHCR, there are two form of engagements in which UNHCR engage with public to mobilize their supports they include inter –agencies operation and refuges host community engagement. UNHCR works, particularly with authorities in the host community together jointly with international, development actors. The two Form of inter-agencies engagement, and refugees – Host community engagement

A. Inter – Organizational Engagements

This form of engagement takes places among the institutions on refuges and host communities programs. UNHCR cooperates with development partners by linking refuges service with local system. UNHCR is played key role on this aspect. UNHCR works in partnership with other organization in building self - reliance for host community and the refugees. UNHCR plays the roles of facilitators and catalysts.

In essence, UNHCR engage with development actors to facilitate their response, to leverage them from advocacy, to supports integration of the refugees and strengthens delivery of the basics service system and created economic opportunities (UNHCR, 2009). Interview: "UNHCR do this though its partnership, organizations has link with refuges authorities in Tierkedi".

Guided by the centrality of protection needs to part of the emergency response package and protection mainstreaming guidelines need to be developed and put in place for large-scale emergencies and applied across sectors, UNHCR's leadership and coordination role in refugee response settings is an essential and defining part of the agency's mandate and mission (UNHCR, 2017).

Experts from Melkadida, development of guidelines on mobile justice for Gambella, preparation of a Baseline Safety and Security and Access to Justice Services Perception Survey; supporting community policing, peace building and community safety activities with the aim to empower both communities to jointly cooperate, detect, report criminal and violent activities (ibid).

Partnerships equally were forged with Government, UN agencies, traditional and non-traditional donors, and the private-sector, NGOs, civil society, academia, refugees, host communities and other stakeholders. This multi-stakeholder approach expands opportunities, ensuring a more effective response to developmental needs and aspirations of refugees and

host communities through a 'whole of society' approach (UNHCR, 2017). There are reports on continue efforts to improve refuges – host community programs. For instance, assessments were done with FAO to identify potential projects and community development priorities to benefit both host and refugee communities (ibid).

B. Inter – Communities Engagement

Refugees and host communities a like state that relationships of mutual trust are constructed through repeated exchanges (World Bank, 2020). Refugees and hosts report predominantly interact in the area of sports, public meeting and gathering, workshop, and community consultation programs, peace conference, trade and business, religious ceremonies, or celebrations, during social and sports and events. Besides Official, Refugees – host communities engagement, mostly by UNHCR happen whenever there is problem that has happened between the refugee and host communities (interview). RCC/ARRA works together with the UNHCR on such a case (Interview, Itang local authority).

Trade and meetings in the marketplace represent the single most important form of social interaction for refugees and hosts in camp context. Refugees and host community informally communities' engagement on trade and business, as an interviewed participant explained: both communities interact in the area of trade and business, because we need meat, dry fish and they need wheat and soaps". From trade relations there is much exchange of products, maize, fish milk and etc. (interview). Inter-communities have been though interacting, in the area of sport.

Hosts and refugees also interact in the course of accessing common services, and that this led to better relationships between the two groups, especially among children who attend school together (ibid). Shared services facilitate social interaction between refugees and hosts and can be a factor in improving intergroup relationships (World Bank, 2020). This has implications for moving toward more integrated service delivery under the new refugee proclamation (World Bank, 2020).

Collaboration with refugees entails the presence of working and harmonious arrangements among the refugee and host communities in Itang special woreda (UNHCR, 2020). KII appreciatively stated host community and refugees' interaction even created friendships, and participate together in other social activities.

According to one from Refugee Central committee representative who told me during interview saying they are assign by ARRA to coordinate and inform for any, an uncertainty

that may happen. ARRA is primarily responsible for the safety of refugees in the camp, oversight of services delivered to refugees, and coordination of the implementation of the nine pledges and the CRRF (ODI, 2019). As the refuges government's mechanism ARRA this working partnership with all three groups when it engages in peace building efforts and conflict resolution, often facilitates formal meetings among the groups that are present (interview source). ARRA involves refugees in the social organization of the camp, particularly working with the Refugee Central Committee (RCC), zonal leaders, and elders from both communities.

In case, we need something from the refugees, what we always do is we write a letter to ARRA, that we want to meet with your people, then ARRA will call us together with them (refugees) and we will meet. Now, it can be decided that the venue of the meeting can be either ARRA offices around Pulkota, and then all of us can attend the meeting, refugees and host community (interview, Local Authority 2022).

The role of UNHCR therefore, is to facilitates, such as programs, this indicates weakness in card ration function of the UHNCR. Nevertheless, the overwhelming majority attested to the existence of poor coordination, fragmentation and weak operational networks among the refugee and local people. Disparities between the locals, establishments, associations, government and private actors occur more often than collaborative actions or joint platforms.

The relationship explained by the host community and refugee respondents mainly relates to the fact that they have experienced some improvements in terms of accessing the camp for providing livelihood through work, business, and trading. Most members of the refugee and host communities speak Nuer language that makes things easiest in their day to day communications and facilitates their social relationships. She added, as the two groups have a relation socially, refugees borrow different kinds of things like money and local crop product from local people (Female, age 31).

Focus group discussion generally confirmed the social closeness between hosts' communities. A 30 years woman from local people reported, while cultural similarities may have facilitated the process of acceptance, this is not explicitly mentioned: refugees still had to stay identical in Gambella, Itang special District, an achievement that may have also been enabled by the long timeframe in this protracted hosting experience

Generally, data obtained from key informant interview, in-depth interview and focus group discussion have shown that social interactions of refugees in Tharpham – Tierkede camp and

the host communities have two forms. First, the host community and refugees have many social and cultural elements that the two groups share in common which played a role in the peaceful co-existence of the groups.

I had analysis the contents qualitatively the information gained from the PR office documents such as UN reports , newspapers, photos and press conference that were put on the website and UNHCR sub-office. The public relations practitioners did not help the top managers as a problem solver from a public relations perspective rather they were used for dissemination of information and public relations professional did not combine their role is that of as, an expert prescriber, a communication facilitator, and a problem-solving facilitator. PR practitioners 'did not apply effective communication strategies and effective communication tools.

4.3. Operational Practices and system or Mechanism

According key respond from refugee and the hos community, the public relations activity is being aided by cultural link between the refuges and the host community. Intermarriage is both symbolically and materially important to creating connections between the refugees and the host community. The host community in Pulkot, mostly comprising Ethiopian Nuer, was displaced from their land to accommodate refugees. Apart from being from same ethnic group, intermarriage between refugees and host community contributed to the smooth relations between the two communities. A 30 years local person interviewed in Pulkota kebele said, the indigenous host communities are Nuer, Anuak, and Opo in Itang special woreda. Since all Tharpham refugees belong to ethnically Nuer, they live with the hosts Nuer in a peaceful relationship. The conflict is based on clans, in the sense that the same Nuer tribes from the camp and host community became together on one side, and another different Nuer tribe from the camp and host Nuer on the other side. It is sometimes difficult to identify host and refugee Nuer in rural areas. They speak the same language.

They get married to each other and even some refugees and hosts have blood relationships. Some Nuer, who claims they are Ethiopians, lives in the camp like refugees, and receives all benefits of refugees. Thus, host Nuer and refugee Nuer help each other, especially based on tribes and clans. Another Key informant in pulkota also has a similar response. Key informants in pulkota said that the Nuer host community and refugees have lived together on the border of Ethiopia and South Sudan, and they don't have a problem because of being hosts and refugees, but they might conflict because of other reasons.

For UNHCR to deliver on its refugee coordination mandate it has, of course, to support and to work closely with the host government, refugees and host community and humanitarian agencies. The specific leadership and coordination arrangements arrived at among UN and other international agencies in a host country are always interlinked to some degree with certain government structures and/or government-led coordination mechanisms. The UNHCR most often relies on multi-stakeholder approach engagements with stakeholders.

The Itang water supply utility as an integrated system is serving both refugees and host communities. In reviewing the sustainability of the project, UNICEF and UNHCR in partnership with the Gambella Water, Mines and Energy Development Office (GWMERDB) and ARRA transferred water system operations to Itang Town Water Utility. In Itang Town Water Utility (ITWU) board was established and trained on management and currently recruiting of utility management team on progress (UNHCR, 2020). The utility is responsible for managing the scheme on a cost recovery basis, with funds generated to cover operating and maintenance costs. Several problems were experienced in 2019 with water outages. Efforts continue to render the new system more sustainable (UNHCR, 2019).

Coordination and protection objective are closely intertwined. Indeed, in the protection sphere more than any other, both the imperatives and the ability of UNHCR to exercise its distinct legal and political authority over the protection response is heavily contingent upon the host government's stance (UNHCR, 2019).

UNHCR's Statute places the High Commissioner and the Office of the High Commissioner at the center of the international refugee response system, including in respect of coordination functions reflecting the organization's unique responsibilities to protect and find solutions for refugees (UNHCR, 2019).

The refugees – host community programs is multidimensional programs, in the ways the recent refuges crisis is understood as 'protracted'. The protracted and multidimensional character of recent refugee crises, and shifts in the humanitarian and development landscape (including the Global Compact on Refugees) have led to significant variation in how UNHCR executes its leadership and coordination functions. This raises questions about how UNHCR positions itself as the leader and coordinator in refugee settings.

As a result, since late 2013, UNHCR defined the way in which it understands its leadership and coordination role in the refugee settings – and it is virtually designed as the framework of the refugee coordination model (RCM). The RCM closely reflect one of the two standard

models for humanitarian coordination: the (UN) lead-agency coordination model, which sees one operational agency leading an integrated approach to service delivery (UNHCR, 2020). .

Embed the centrality of protection further in UNHCR's emergency response and ensure that UNHCRs mandate in adequately reflected in staffing, resources and assistance programmes. The RCM is not an easy fit with the Humanitarian Coordinator-led cluster approach, not only because of the different way in which the coordination of service delivery is structured, but also for accountability function. The UNHCR Representative at the country level remains accountable for leading and coordinating the refugee response, while the Humanitarian Coordinator, as the most senior UN official in the country, is overseeing the entire humanitarian response (UNHCR, 2020).

Experience elsewhere in the other part of the world indicate variation in approach. In Lebanon, for example, the government was initially prepared to outsource management of the refugee response to the United Nations, but there was subsequently much greater involvement and even gradual takeover of some sectors by relevant line ministries and new restrictions imposed on some interventions. In Uganda, responsibility for refugees sits largely within the Office of the Prime Minister's Department of Refugees, supported by UNHCR and NGOs, rather than being fully embedded in the portfolios of specific ministries.

In situations where host governments are reluctant or unwilling to admit and protect refugees and/or in highly insecure conflict-affected contexts, the responsibility for UNHCR to assert political authority over the protection response may be greatest, but its actual ability to lead and influence the protection response are to be heavily impacted by the obstacles put in the way (UNHCR, 2020).

Whenever the government builds and expands its own response systems, for example in Greece and Turkey, this necessarily requires adjustments in UNHCR's leadership and coordination role. Even where national operational leadership capacity requires UNHCR's full operational engagement and support in the response, both donor and host governments may still assert a significant level of strategic leadership over the protection space, directly limiting UNHCR's own leadership capacities over refugees 'protection, as seen in Lebanon UNHCR, 2020).

The view of partner organizations, which highlights the pivotal role of individual leaders in facilitating good coordination and inclusive responses, stands in contrast to UNHCR's

internal debates on the types and mechanics of coordination structures required to deliver its coordination function (UNHCR, 2019).

Where UNHCR plays a central role in mobilizing donor funding for refugee response, this can translate into a correspondingly leading role in directing and coordinating the refugee response as a whole, particularly where the response is managed on the basis of the RCM and where funding is concentrated on the activities of UNHCR's implementing partners. UNHCR's de facto influence and authority may be constrained within the broader response system, often impacting on the organization's protection activities, either because of wider political circumstances surrounding the crisis (UNHCR, 2020).

The most prominent actors for refugees in Gambella are UNHCR, ARRA, RCC, zonal leaders, and elders. It provides security for refugees, coordinates with NGOs to ensure service delivery, and is the main arbitrator in the settlement of disputes. RCC, zonal leaders, and elders form the governance structure of refugees. Refugees from the same ethnic group are highly integrated. In Itang, members of the Nuer host community reportedly visit their relatives at the camp (World Bank, 2020).

Role of UNHCR in effective coordination relies on commitment of the government authorities in the refuges hosting areas. It is understood refuges protection security and protection lies jointly in UNHCR and ARRA. UNHCR's working system with partners and government representatives at different levels mainly is "reportedly" problematic - daunting presenting challenge to its objective Implementation of these policy objectives relies on the government's coordination of a large group of donors and local and international organizations, which have only recently begun rolling out programs (World Bank, 2020).

In this case, the functions are coordination is dispersed (UNHCR, 2020). In Gambella's Itang' is, basically the willingness of committed officials to be creative and pragmatic in continuous learning of public relations process is notable crucial. This is owed to complexity of the CRRF. Study by Freddie Carver (2020) state although the policies and programmes that still underpin the CRRF remain unclear, at all levels.

4.4. Effects of public relations on Peaceful co-existence between the refugee and the host community

It is well understood that presence of the refuges in the area shaped and generated enormous economic development to the community in the area and also made a pulkota former village to be a big town and density area than others kebeles among Itang kebeles according 30 years old man in the host community (June 2022). This was also notifying by World Bank (WB) noted: "without refugees here, Tharpam can never become a town. It became a big town now because of them (WB, 2020). As a result of this economic activity, Pulkot has significantly developed and outgrown its status as a kebele, but without a shift in the allocation of state resources to reflect this growth (WB, 2020).

Some of the respondents in the host community have only negative experiences (problematic) with refugees whereas majority sample of refugee mentioned the same. The presence of refugees in in particular is associated with improvement in access to service especially education and health across in the area, and provision to drinking water. Operated by local Water Utility it provides water on free cost to the communities in the area since 2018. However, provision of drinking water is limited to some area in the host community, necessitating the need for increasing and expanding coverage.

Impact of refuges and host community peace building programs is well reflected in jobs creation for the host communities. A CRRF program is understood to have generated 5,500 jobs for refuges and host community targeted via QEP. QEP is commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ), and co-financed by the Norwegian Agency for Development Cooperation (Norad) - implemented by Deutsche Gesellschaft für International Zusammenarbeit (GIZ). QEP basically focuses on strengthening the resilience of host communities. QEP's expected outcomes rests on improved employment prospects for refugees and host, in the area of education and employment.

Education, considerable improvements were made – including an impressive near doubling of secondary education enrolment from 2018 to 2019. The Gross Enrolment Rate (GER) for primary is 79% vs. the Roadmap target of 75%, and for secondary 24% - nearing the 25% target. Pre-primary GERs still remain below target. The DRC Vocational Training Centre graduated 191 youth, this was narrated by local authority representative in pulkota kebele during interview (June 2022)

Above all, these public relation efforts are being aided by cultural ties between the refuges and the host community. Intermarriage is both symbolically and materially important to creating connections between the refugees and the host community. Apart from being from same ethnic group, intermarriage between refugees and host community contributed to the smooth relations between the two communities. In Gambella, marriages between refugees and hosts from the same ethnic group are common (World Bank, 2020). .

In Itang, both refugee and the host communities claim that their relations with Anuak community instead tend to be weak (World Bank, 2020), indicating the existence of smooth relations between refuges and host community of Tierkede and Pulkot. Refugees and host community generally have a positive view of NGOs working in the camps. A majority of refugees identified education, health care, and water as the services that most impact their lives.

Generally, in Gambella, the creation of refugee camps (Kule, Nguenyyiel, and Tierkede and other camps, Pugnido and other places, such as Ukogo have transformed their neighboring areas. Towns have since changed and their economics hubs transformed. In fact, the arrival of refugees transformed Pulkot area from a small village into a town (WB, 2020). While Pulkot was struggling to provide services to its burgeoning population, by contrast, Itang town, which is the capital of the District, has tended to be somewhat distanced from the resources (World Bank, 2020).

In sum, refugee presence has contributed for the increased number of aid agencies operating in the host community and changing nature of quality of service, local market. At the same time the demands for goods and services which desire by the refugees are on the rise, which created market for businesses in the host community areas. And I had found that citizens were well enjoying additional services from their neighbor refugees like getting employment and productive market etc., in other hand refugee were demanding integration to gain equal benefit like employment, freedom of movement and access of trade. Beside these primarily needs, there are numbers of negative views between the two communities refugee and the host community ,refugee were feeling negative by saying their local domestics animals use to be taken by neighboring host community at night and noon time in the bushes by using some sort of intimidations and they justify that this usually has low respond since UNHCR is doing only coordination in far distance while ARRA is also live in Gambella office and this cause uncomfortable situation for the refugees in the camp. Contrary the host community were

feeling some sort of negative views toward their neighboring refugees community by claiming the coming of refugees has cause some sort of deforestation of their natural forest and also cause increment of some transitions diseases like HIV/AIDS and some others diseases that cause epidemic, However, many initiative has been done but still there is gaps and UN, ARRA and others partners NGOS need to sit for possible solutions

CHAPTER FIVE

CONCLUSION AND RECOMMENDATION

5.1. Conclusion

The refugee-host community relationships in Itang are peace. Host communities have an experience of the camp impression that is also affecting and shaping their relationship with the refugee population. As per the merits and demerits of the refugee's arrivals to Itang, the merits of the coming of refugees to Itang special woreda are expansions of health service, improvement of the clean water, improvement of the markets and the establishments of more schools which did not exist before the refugee's arrival into that woreda.

On other hand, the members of the host communities perceived that the presence of refugees has worsened deforestation/tree felling, pollution of water sources and increased bush fires. The refugee has contributed for the increased number of aid agencies operating in the host community. In relation to these factors, this study considers the positive rile of the refuges presence can be well observed in the hosts 'economics activities.

UNHCR role is mainly on leadership and coordination, - as facilitators and catalyst. UNHCR are understood to be demonstrating significance awareness … in achieving comprehensive humanitarian- development cooperation and the UNHCR is to be playing credible roles in facilitating humanitarian actors (2019). However, its system of engagement is traditionally external with suggesting indirect enragement with the communities.

Coordination mechanisms are available on specific area, such as for instance, on protection cases Senior Protection Officer is responsible / manage partnership coordination. UNHCR's leadership and coordination role in refugee response settings is an essential and defining part of the agency's mandate and mission (2019). The protracted and multidimensional character of recent refugee crises, and shifts in the humanitarian and development landscape (including the Global Compact on Refugees) have led to significant variation in how UNHCR executes its leadership and coordination functions (ibid).

UNHCR's role appears to be strongly influenced by both host and donor governments' political or strategic framing and definition of the populations concerned, and by governments' political objectives or positioning. Indeed, governments' own structures, policies and response arrangements (ibid).

While the range and influence of the external variables seen in refugee situations make coordination complex and unpredictable, one of the most significant factors in refugee coordination is the quality of UNHCR's leadership (ibid). UNHCR's coordination role and its leadership are inter-linked. With partners not working under a UNHCR contract, UNHCR's de facto authority and credibility are derived in large part from the quality of its leadership, especially on protection matters. With a number of large international NGOs, UNHCR has developed privileged relationships and it approaches them more as strategic partners (ibid). Above all, public relations activity is being aided by cultural link between the refuges and the host community.

5.2. Recommendations

Based on finding, this study provides the following recommendations for various authorities, namely the UNHCR, and other concerned organizations, International, National, Regional State, and Local Authorities. The recommendations are based on the findings and analysis of this research and how to improve concerning issues faced in Itang. The recommendations are provided specifically to improve smooth interaction and relations between the host and the refugee communities to live in peaceful co-existence. Specifically, the study recommends:-

- Increase, expand coverage in access and quality of service and resources
  - ✓ communication
  - ✓ Education
  - ✓ Health
  - ✓ Water
  - ✓ Transport (Road)
- Increase in employment for youth both for refuges and host community
- Improvement of salary income for refugees employees
- Increase enrolment formal and entrepreneurial trainings
- Provision of training to public relations officers
- Provision of direct engagement for public relations practitioner toward communities
- Provision of finance to business people

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APPENDIXES

APPENDIX-I

<div align="center">

JIMMA UNIVERSITY
COLLAGE OF SOCIAL SCIENCE AND HUMANITIES
THE DEPARTMENT OF MEDIA AND COMMUNICATION STUDIES

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Key Informant Questions (Refugees)

I am Chuol Guong Yok a student at Jimma University pursuing masters of Art in Pubic Relation and Corporate Corporation (PRCC) I'm conducting a research on The **Role and Practices of public relations of UNHCR in Building Smooth Relationship between the Refugee and Host Community UNHCR Gambella Tharpham Refugee Camp in focused,** In this research study, Participation is absolutely voluntary. Any information, you forward will be treated with utmost confidentiality and will not be used for any others objectives. Now I am going to ask you a few questions, that will take us about 30 minutes,

Consent to participate in the study

Do you agree to participate in this study?

- ◯ Yes
- ◯ No

Do you agree that your name can be used in this study?

- ◯ Yes
- ◯ No

Date ----------------/---------------------/---------------------

Thank you for your attention

If you have any questions, please do not hesitate to ask

Part 1: Questionnaire

Please tick the boxes for Demographic information.

1. Sex?

- ○ Male
- ○ Female

2. Age?

- ○ 15-19
- ○ 20-24   25-29
- ○ 30 and above

3 Marital statuses?

- ○ Single
- ○ Married

4. Education level?

- ○ University
- ○ College
- 1) How do you explain refuges presence in this area?

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2) How do you explain relations between refuges and host community?

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3) How do you explain the role importance of public in the international organizations in managing relation between refuges and host counties

----

----

4) What roles UNHCR (public relations officers) playing in managing communities relations?

----

5) How effective roles of UNHCR (PR)?

----

6) Which organization have been playing leading role?

----

7) How do you explain roles on UNHCR in managing relations between refuges and host community relations?

----

8) Do you think PR plays a role in managing refugee and host community if yes descripts its functions--
----

----

9) Do you think, the public are well-informed about the role of PR in helping community in building peace? How?

--

10) How do you see public relation role in your organization?

--

11) Do you think the public relations organizations manage play effective roles in managing relation between refuges and host communities?

----

12) How do those organizations intervene in communication crisis between the refugee and the host community, Please Explain the Reason why if low, high or very high?

--

13) Is there the youth intervention in organization communication crisis between refugees and host community if yes or no, explain?

----

14) . In actual practice of public relation and what are benefits gained by host community in service refugees descripts the activities?---
----

----

15). How do you evaluate those opportunities, how well effective are they in managing

----

----

16). How do you explain public relations function in your organization and contributes in peace building toward its publics if yes or no descript the reason why?

----

17) Can you explain give at least some activities on how best PR practitioner's services can be improved in your organization?

----

18). what is the public relations practitioners 'roles in building relationship between and among the communities in your organization descript?

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Key Informant Questions (HC,NGOs and Local authority)

I am Chuol Guong Yok a student at Jimma University pursuing masters of Art in Pubic Relation and Corporate Corporation (PRCC) I'm conducting a research on The **Role and Practices of public relations of UNHCR in Building Smooth Relationship between the Refugee and Host Community UNHCR Gambella Tharpham Refugee Camp in focused,** In this research study, Participation is absolutely voluntary. Any information, you forward will be treated with utmost confidentiality and will not be used for any others objectives. Now I am going to ask you a few questions, that will take us about 30 minutes,

Consent to participate in the study

Do you agree to participate in this study?

- ◯ Yes
- ◯ No

Do you agree that your name can be used in this study?

- ◯ Yes
- ◯ No

Date -----------------/----------------------/---------------------

Thank you for your attention.
If you have any questions, please do not hesitate to ask

1) How do you explain the roles of your organization in managing relation between refuges and host community ?

----

2) What kinds of public relations strategies or tools do you use in your area?

----

3) How do you explain the perception that publics have towards public relations professional and practitioners?

----

4) What kinds of media, do you use to disseminate messages to your target audience descript?

----

5) How do you explain or receive feedbacks from the beneficiaries ?

--55---

----

6) How does your organization build and manage relationships with the publics descript?

   ----

7) What are the challenges in building smooth relationships between the refugee and the host communities around the camp with the local explain?

   ----

8) What are the most hindrance factories on actual practice with key public and organization as well explain?

   ----

9) How do the practitioners find the public opinion on the public relations processes in your organization ?

   ----

10) What kinds of difficulties have you been experiencing since camp was established and refugees came to this area?

   ----

11) What are public relation influencing factors of practice roles of UNHCR in building smooth relations between the refugee and the host community?

   ----

12) What communication strategies are used by UNHCR in building smooth relationship between the refugee and the host community?

   ----

13) How do you assess activities of the humanitarian organization in managing refuges host community relations?

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14) What are the challenges faced by PR practitioners of UNHCR in building smooth relations

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15). How do you mitigate those challenges?

APPENDIX-III
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Part: 3: Focus Group Discussion [FDG]

Section: A: FDG for Refugee

1) What are the benefits do you get from the camp provide by UNHCR?
2) Have you been engaged in farming, rearing livestock, trading or any other income generating activities outside the camp? If yes, how the host community feel about or relations?
3) How do you get social services such as education, health, accessibility?
4) What is the relation between refugees and different host communities?
5) What is the publics' opinion about the organization [UNHCR]?
6) What do you think can be improve by organization or public relations practitioners?

Section: B: FDG for Host Community
1) What are benefit have you got since South Sudanese refugees has living in the camp, in your area?
2) How do you perceive the roles of organization working in the camp, by creating peaceful coexistence between host community and South Sudanese refugees?
3) What do you think about South Sudanese refugees and UNHCR in your area services and security?
4) What is your relationship with the refugee in living in your area?
5) What do you think can be improve by organization or public relations practitioners?

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Key Informant Interview Questions

I am Chuol Guong Yok a student at Jimma University pursuing masters of Art in Pubic Relation and Corporate Corporation (PRCC) I'm conducting a research on The **Role and Practices of public relations of UNHCR in Building Smooth Relationship between the Refugee and Host Community UNHCR Gambella Tharpham Refugee Camp in focused,** In this research study, Participation is absolutely voluntary. Any information, you forward will be treated with utmost confidentiality and will not be used for any others objectives. Now I am going to ask you a few questions, that will take us about 30 minutes,

Consent to participate in the study

Do you agree to participate in this study?

- ◯ Yes
- ◯ No

Do you agree that your name can be used in this study?

- ◯ Yes
- ◯ No

2. Sex?

- ◯ Male
- ◯ Female

2. Age?

- ◯ 15-19
- ◯ 20-24 25-29
- ◯ 30 and above

3 Marital: Statuses?

- ◯ Single
- ◯ Married

4. Education level?

- ◯ University
- ◯ College

1. What kinds of difficulties have you been experiencing since camp was established and refugees came to this area?

2. What are public relation influencing factors of practice roles of UNHCR in building smooth relations between the refugee and the host community?

3. What communication strategies are used by UNHCR in building smooth relationship between the refugee and the host community?

4. How do you assess activities of the humanitarian organization in managing refuges host community relations?

5. What are the challenges faced by PR practitioners of UNHCR in building smooth relations between the host community and the refugee community in Tharpham?

6 How do you feel about integration?
7 Do you have access of resource and basic services at camp?

Thanks you for your attention.

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PART 4: OBSERVATION GUIDE

My observation will be much more essential on two communities' relations, host community and the refugee. And the areas of my observation will be at **least six centers**,

1 Local markets; in the market place, researcher will observe the relations between the Host Community traders and the Refugee traders?
_____
_____
_____

2 **Water points**; the researcher will observe women and the youths relations between the two communities, Refugee and Host community?
_____
_____
_____
_____

3 Ration distribution size: the researcher will observe the relationship between the Host community or workers and beneficiary [Refugee] in distributions size?
_____
_____

 4 **Bus stations**: the researcher will observe relationship between Host Community and the Refugee_____
_____
_____

5 Schools: the researcher will observe the relationship between the refugee students ,teachers and the Host community around schools surrounding area?
_____
_____
_____ _____

6 Health centers: the researcher will assess the relations between the refugee and the Host community in both Refugee and the local community medical centers?
_____
_____
_____
_____

Thank yours faithfully