

Image building versus relationship building in public relations practice in Tanzania: a survey of practitioner

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Master of Arts (mass communication)

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This study is about Image building versus Relationship building in public relations practice (PR) in Tanzania, A survey of practitioners. The study used quantitative research design. Stratified random sampling was employed as a sampling technique. One hundred and twenty copies of the study questionnaire were administered to public relations practitioners in government institutions, private companies, non-governmental organisations and international affiliated organisations in Dar es Salaam. Findings indicate that public relations in Tanzania is experiencing a paradigm shift from image building to relationship building with practitioners, while still appreciating and valuing the image building component, Practitioners are also receptive to the focus on relationship building. Practitioners were appreciative of the value and effectiveness of the shift. The study could have been better served with a comprehensive list of Tanzanian public relations practitioners which was not available at the time of conducting the study. There is presently an attempt to revive the national public relations body, so other researchers may wish to replicate the study by sampling from the list of practitioners. All in all the study does make an important contribution by bringing to the fore Tanzanian PR practitioners awareness of the shift to relationship building even though some still favour image building in practice.