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## **The Social and Political Role for the Working Arab Women in Public Relations :Comparative Research**

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### **Abstract**

This research aimed at shedding light on the political role for the working women in the sector of PR in areas of conflict in both the United States of America and Palestine.

It is also to show the main challenges these women face through applying the theory of excellence in PR, in order to find the missing elements in PR and apply them to guarantee achieving the needed social and political change.

The researcher followed the analytical descriptive method and comparative method; also she used the two tools of questionering and interviewing with employers in PR in both the United States of America and Palestine.

The research has reached many findings; the most important one in that is: the number of women who occupy prominent positions in the organizational structure for PR administration in both the U.S.A and Palestine is very small. This status has affected their ability to introduce the social and political changes; although they are able to participate in much bigger roles than they have, and cause change and social empowerment in both United States of America and Palestine, are subjected to a number of challenges connected to gender; they are subjected to discrimination on basis of sex, wage, decision respect, and position status with 16.3% in Palestine and 6.7% in the U.S.A.

The research has shown that is more internet in the appearance of the women than her practical and scientific qualifications. Also, the wrong concept of PR form another challenge related to having tasks not connected to their specialization and not respecting the PR post as other post.

Finally, the researcher recommended to restructure the organizational PR bodies, to institutionalize them, and to reinforce the role of gender in a more profound and effective way taking into confederation the balance in distributing leadership position in both the U.S.A and Palestine.

This can happen by using the theory of excellence to fulfill the unachieved elements needed for the social change.

**Keywords:** Conflict areas - Social tissue - Social change - Social gender - Social empowerment.