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MASS COMMUNICATION AND MEDIA TECHNOLOGY POSTGRADUATES SEMINAR PROCEEDINGS

VOL 1, 2023

Edited by
Waheed Bayonle BUSARI
Anthony Apeh AMEDU

Mass Communication and Media Technology Postgraduate Seminar
Proceedings

A Publication of the Department of Mass Communication & Media
Technology, Lead City University, Ibadan

Vol. 1 (2023)

ISSN: 2791-7655

Foreword

It is with deep satisfaction that I write this foreword to the Mass Communication and Media Technology Postgraduate Seminar Proceedings. This initiative is the very first of its kind in Lead City University, Ibadan, and uses Lead City University reference style.

This commendable initiative particularly encourages the interaction of postgraduate students as researchers, academics and developing academics with the more established academic community in an informal setting to present, and discuss new and current work. Their contributions cut across all areas of specialisation in Mass Communication and Media Technology; public relations and advertising, broadcast media, print media, development communication, digital communication and mass communication and media technology. The collection of the papers will therefore, serve not just the Department of Mass Communication and Media Technology students, but also other academics and professionals in the field of Communication.

The Mass Communication and Media Technology Postgraduate Seminar Proceedings put together chapters from sixteen (16) authors to contribute to knowledge in various areas of communication aforementioned. Each chapter is the joint effort of both the supervisor and the supervisee. This is a way of mentoring the upcoming academics.

Also, I trust that this academic act will be an impetus to stimulate further study and research in all these areas of study as well as various departments in the university.

We thank all authors for their contributions.

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**Overview of Academic Research Process; Approaches, Designs
and Methods of Data Collection and Analysis in Mass
Communication and Media Studies**

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Abstract

From generation to generation, nearly all human activities follow sequence of techniques, procedures, processes and patterns which over the centuries have developed into specific cultures; practices and traditions. Such widely acceptable techniques, procedures, processes and practices that drive development in every society, are products of long years of academic research by scholars, researchers and inventors. However, basic understanding of academic research is becoming more and more difficult because of the assumption by students that only geniuses can embark on research activities. Therefore, this article provides an overview of academic research process; approaches, designs and methods of data collection and analysis in mass communication and media studies. The article attempts to demystify the concepts of academic research process and its associated activities; motivating factors for problem identification and generating research ideas in communication and media studies. The article also provides an overview of the characteristics of quality academic research and writing of good literature review. An overview of research approaches and paradigms with their related research designs was also highlighted; including an outline of relevant instruments for data gathering for both written and oral responses in quantitative and qualitative research. Lastly, the article discusses

data analysis techniques for quantitative, qualitative and mixed methods research. The author suggests that academic researchers should adhere to the research process in their research activities by following the sequence; starting with problem identification, and clearly defining the problem into researchable statements, then translate the statements into measurable research objectives and later research questions and/ or hypotheses. The researcher should thereafter determine methodological approaches to be deployed for collecting the facts or data, analysing the facts or data and making interpretations before reaching certain conclusions or making inferences either in the form of solution(s) towards resolving the problem or in making certain generalisations. Invariably, research process does not start with 'searching' or 'framing', or 'composing' a 'title or topic'; but rather the demand is placed on the researcher to think deeply and identify a problem and clearly define the problem into researchable statements and follow through with the other processes as suggested.

Keywords: *Academic research methods, Data collection and analysis, Mass communication, Media studies, Research designs, Research process and approaches,*

Word Count: 345

Introduction to the Concept of Research

The concept of 'Research' is simply 'a search for knowledge or a scientific and systematic search for pertinent information on a specific issue, matter or topic of concerns'¹. 'Research' is also the process through which science is conducted and that all true research meets four important criteria which are invariably, referred to as research standards²; they are:

- (1) empirical,
- (2) systematic,
- (3) inter-subjective for replication and
- (4) cyclical for self-correcting.

Thus, research is an art of scientific investigation and it has relevance to media and communication research which involves studying human behaviour and attitudes in response to stimulus of sound, visuals, and any other combination of forms. Thus, media and communication research largely belongs to the behavioural science or social science discipline. Careful observations of the outlined four standards should help any media researcher to find superior answers to whatever questions people might ask in relation to media technology adoption, acceptance, and consumption².

Concept of Research Process

Research process refers to the systematic method consisting of the following activities:

- a) identifying, defining or redefining as well as enunciating or stating clearly the problem,
- b) formulating research questions and/or hypotheses,
- c) instrument's devising, collecting, organising and evaluating the facts or data from the relevant sources,
- d) analysing the data or facts gathered from the field, and
- e) drawing inferences, making judgements or deductions and reaching certain conclusions either in the form of solutions(s) towards the concerned problem or in certain generalisations for some theoretical formulation or testing the conclusions to determine whether they fit the formulating hypothesis³.

In summary, the concept of research process starts with problem identification and clearly defining the problem into researchable statements. When these two basic steps are resolved, the focus of the research will not be difficult to translate into measurable research objectives and research questions and/ or hypotheses³.

Then the next step is for the researcher to determine the methodological approaches to be deployed for collecting the facts or data, analysing the facts and making interpretations before reaching certain conclusions or making inferences either in the form of solutions(s) towards resolving the

problem or in making certain generalisations for some theoretical formulations. Hence, research process does not start with ‘searching’ or ‘framing’, or ‘composing’ a ‘title or topic’; but rather the demand is placed on the researcher to think deeply and identify a problem and clearly define the problem into researchable statements and follow through the other process as outlined³.

Characteristics of Quality Academic Research

There are qualities and characteristics that guarantee research quality, considering the following conditions¹:

1. **Systematic:** This quality implies that academic research is structured with specified steps to be taken in a specified sequence in accordance with well-defined set of rules. Systematic characteristic of the research does not rule out creative thinking but it certainly does reject the use of guessing and intuition in arriving at conclusions.
2. **Logical:** This quality implies that academic research is guided by the rules of logical reasoning and the logical process of induction and deduction are of great value in carrying out research. Induction is the process of reasoning from a part to the whole whereas deduction is the process of reasoning from some premise to a conclusion which follows from that very premise. Actually, logical reasoning makes research more meaningful in the context of decision making.
3. **Empirical:** This quality implies that academic research is related basically to one or more aspects of a real situation and deals with concrete data that provides a basis for external validity to research results.
4. **Reproducible and Replicable:** The quality implies that academic research results must be verified by replicating the study and thereby building a sound basis for decisions.

Problem Identification in Mass Communication and Media Studies and Methods of Generating Ideas for Academic Research

For any research process to be meaningful and profitable, the first and foremost step should be selecting and properly defining a research problem. This implies that a researcher must first articulate and formulate the problem so that it becomes susceptible to research. Just like a medical doctor, a researcher must examine all the symptoms (presented to him or observed by him) concerning a problem before he can diagnose correctly with the aim to propose a solution to the problem diagnosed.

Therefore, to define a problem correctly, a researcher must understand, 'what a problem is'. A research problem refers to some difficulty which a researcher experiences in the context of either a theoretical or practical situation and wants to obtain a solution for the same. However, a problem may be broad in nature; hence, the researcher should break such identifiable problem down into measurable segments.

The components of a research problem are stated as follows⁴:

- a. There must be an individual or a group which has some difficulty or the problem, i.e. within a particular population and sample.
- b. There must be some environment(s) to which the difficulty pertains i.e. geographical entity, people, or community.
- c. There must be some objective(s) to be attained at, if there is none, there cannot be a problem leading to outcomes or solutions and findings.
- d. There must be alternative means (or the courses of action) for obtaining the objective(s) one wishes to attain. This means that there must be *at least two means* available to a researcher for if he has no choice of means, he cannot have a problem.
- e. There must remain some doubt in the mind of a researcher with regard to the selection of alternatives. This means that research must answer the question concerning the relative efficiency of the possible alternatives.

Consequently, a research problem is one which requires a researcher to find out the best solution for the given problem, i.e., to find out by which course of action the objective can be attained optimally in the context of a given environment. There are several factors that guide identifications of a research problem complicated.

Motivating Factors that Guide Identification of Academic Research Problems

Motivating factors that should guide identification of research problems are as follows⁵:

1. Personal experience relating to: work experience, family/parental experience, social-cultural relationships and interactions, e.t.c.
2. Personal observations and inquisitiveness.
3. Personal effort to apply a theory.
4. Quest to solve an existing problem.
5. Personal or group response to issues or problem of concerns.
6. An idea that could be tried out to solve a societal problem.
7. An attempt to find a solution to a particular or persistent problem in the society.
8. Response to implement a change in attitude, process, procedure or product.
9. Need to evaluate a process, product, policy programme, approach or any phenomenal.
10. Reading and review of literature in specific area of research interest to identify gap in literature.

Literature Review in Academic Research Writings

Conventionally, there are three major segments or divisions under literature review or review of literature. The segments are usually arranged differently by academic and research institutions and organisations. The segments are classified under the following sub-headings as part of 'Chapter Two' mostly coded as follows:

- 2.1 Conceptual Review or Conceptual Clarifications.
- 2.2 Theoretical Review and Framework.
- 2.3 Review of Empirical Studies.

Other sub-headings that may be optional depending on research focus and study focus are:

2.4 Conceptual Framework

2.5 Summary/Appraisal of Literature

Simple descriptions of the three major classifications of literature review are as follows⁶:

- a. **Conceptual Review:** This segment of literature review refers to presentations of basic concepts, terminologies, variables and issues of interest in a particular study as regards their meanings, definitions, descriptions, typologies and characteristics. Such concepts could be identified directly as they feature prominently in the title as variables of interest. The concepts or variables of interest in a study must be reviewed in the sequential order of placement as independent variable(s) and dependent variable(s).
- b. **Theoretical Review and Framework:** This segment of literature review refers to presentations of theories relating to the focus of a particular study. It includes stating the particular theory/ies, the theorist(s) or proponent(s) of the theory, etymology and historical development of the theories as well as postulations, arguments and the most recent findings from tested hypotheses applying the theories. Additionally, the researcher must state the relevance of the theory/ies in specific terms to the current study. Conventionally, at least two (2) to three (3) most relevant theories are required in a media and communication research.
- c. **Review of Empirical Studies:** This segment of literature review refers to review of literature relating to previously carried out or completed research work that are already available in form of published works in reputable journals, books, databases, encyclopedia and other periodicals. Again, empirical studies are products of quality; genuine and authentic data sets scientifically, collected from the field among a clearly defined sample pulled from a population, statistically analyzed and findings reported as academic publications, projects, thesis or dissertations.

Research Approaches and Paradigms

There are three basic approaches or paradigms to research which are broadly classified into quantitative approach, qualitative approach and the third being the combination of the two i.e. quantitative and qualitative approaches which is thus named as 'mixed methods'.

Therefore, research approaches are generally categorised by approaches or paradigms as follows:

1. Quantitative Research or Approach
2. Qualitative Research or Approach
3. Mixed-Methods Research or Approach

The research approaches are further discussed as follows:

A. Quantitative Research or Approach

It involves the generation of data in quantitative forms which can be subjected to rigorous quantitative analysis in a formal and rigid fashion. Thus, Quantitative research is based on the measurement of quantity or amount. It is applicable to phenomena that can be expressed in terms of quantity. Further, research design under quantitative research falls under the following:

- a. **Experimental:** Experimental is sub-divided into:
 - i. Pure experimental
 - ii. Quasi-experimental
- b. **Non-experimental:** Non- experimental is further sub-divided into:
 - i. **Survey**
Types of survey research designs are:
 - a. Descriptive survey research design.
 - b. Correlational survey research design.
 - c. Longitudinal survey research design.
 - d. Cross-sectional survey research design.
 - e. Cohort studies.
 - f. Prospective and retrospective cohort studies.
 - g. Trend studies.

h. Panel design.

ii. Causal-Comparative Design

Typical example is:

a. Ex-post facto

B. Qualitative Research or Approach

Qualitative research is concerned with subjective assessment of attitudes, opinions and behaviour. Such an approach to research generates results either in non-quantitative form or in the form which are not subjected to rigorous quantitative analysis. Further qualitative research is concerned with qualitative phenomenon, i.e. phenomena relating to or involving quality or kind.

For instance, why a researcher picks interest in investigating the reasons for human behaviour (i.e., why people think or do certain things). Research design under qualitative research studies includes the following:

- a. Historical studies.
- b. Content analysis.
- c. Ethnographic studies.
- d. Observational studies.
- e. Case Studies; examples under the design are:
 - i. Illustrative case study.
 - ii. Exploratory case study.
 - iii. Cumulative case study.
 - iv. Critical instance case study.
- f. Grounded theory
- g. Constant comparative
- h. Phenomenological studies
- i. Narrative designs e.g. Biography studies

C. Mixed-Method Research Design

The mixed method design combine both quantitative approach and integrate it with any form of qualitative approach in order to do an in-depth study or gain knowledge about the variables of interest in a study. Mixed method design emerged as research design in the modern times, because of its

advantage of providing better understanding of the research than a single approach, or design that are previously popular.

Typical examples of research designs under mixed methods are⁷:

1. The Convergent design or the Convergent (Parallel or Concurrent) mixed-methods design.
2. The Explanatory sequential design or explanatory sequential mixed-methods design.
3. The Exploratory sequential mixed-method design or exploratory mixed-methods design.

Others Designs are:

4. The mixed-methods experimental design.
5. The mixed-methods case study design.
6. The mixed-methods participatory; social justice design.
7. The mixed-methods evaluation design.

Concept of Research Design

One major challenge that follows the task of defining the research problem is the preparation of the design of the research project, popularly known as the “research design”. Thus, the decisions regarding what, where, when, how much, and by what means concerning an inquiry or a research study constitute a research design. Therefore, a research design is ‘the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy and operational implications of the entire procedure’.

Again, research design in a study is the structure within which research is conducted which constitutes the blueprint for the collection, measurement and analysis of data. As such the research design includes an outline of what the researcher will do from writing the research objectives, research questions, hypotheses, sample selection technique, instrument devising as well as data gathering method and to the final analysis of data.

More explicitly, research design decisions must find answers to the following questions⁵:

1. What is the study about?
2. Why is the study being made?
3. Where will the study be carried out?
4. What type of data is required?
5. Where can the required data be found i.e. source of data relating to population?
6. What will be the sample design?
7. What periods of time will the study include?
8. What techniques of data collection will be used?
9. How will the data be analysed?
10. What style of reporting will be adopted?

Instruments for Data Collection in Quantitative and Qualitative Research Approaches

Generally, instruments for data collection in quantitative and qualitative research are classified into two, they are:

a. Subject Completed Instruments (Written Response)

Types of subject-completed instruments in the form of written responses are as follows:

1. Questionnaire
2. Self-checklist
3. Attitude scales
4. Personality/character inventories
5. Achievement test
6. Aptitude test
7. Performance test
8. Projective devices
9. Socio-metric devices

b. Researcher Completed Instruments

Types of researcher-completed or assistant researcher-completed instruments are as follows:

1. Rating scale
2. Interview schedule
3. Tally sheet

4. Performance checklists
5. Flow chart
6. Anecdotal record
7. Time and motion logs, e.t.c
8. Coding sheet/protocol

Procedures for Collection of Written Response from Subjects (Individuals and Groups)

Irrespective of any type of instrument designed, devised or adopted for data collection, the most important activity in the research process is the procedure adopted or deployed for the administration of the instrument.

Some of the common procedures are:

1. On-site paper and pen completion
2. Telephone interaction /conversation, audio-conferencing, tele-conferencing, and their variations
3. Electronic Survey / Online format e.g. Google Form, e.t.c.
4. E-mailing Interview or Survey
5. Computer-based Testing (CBT)

Procedures for Collection of Oral Response from Subjects (Individuals and Groups)

Some of the common procedures for data collection of oral response from subjects (Individuals and Groups) are as follows;

1. **In-depth Interview (IDI):** Mostly used in ethnographic studies.
2. **Key Personality Interview (KPI):** Applicable for one-on-one data collection procedure
3. **Focus Group Discussion (FGD):** Applicable for small group data collection procedure

Please note that these are procedures and as such they are not research designs as misconstrued by some.

Procedures for Data Collection in Qualitative Research Approach and Designs

There is a paradigm shift in the procedure for data collection in qualitative research involving the following types of studies; ethnographic studies, observational studies, case studies, grounded theory, phenomenological studies e.t.c.

Major data gathering procedure deploys varying degrees of techniques such as:

- a. Participant-Observation
- b. Non-Participant Observation
- c. Complete-Participant
- d. Observer-as-Participant
- e. Complete-Observer
- f. Simulation

Statistical Data Analysis Techniques

The two main classifications of statistical data analysis techniques that are related to mass communication and media research are:

- a) Descriptive Statistics
- b) Inferential Statistics

A. Descriptive Statistics: Descriptive statistics refers to procedures for analysing, interpretation and presentation of quantitative data and translating it into information. Descriptive statistics is commonly used to describe the characteristics and behaviour of the sample, thus the result cannot be used to generalise or to represent the performance or behaviour of the entire population. Examples are:

- a. Measures of Central Tendency:** One way to describe variables is to present information about the most typical or “average” values for a variable. Statistics that provide information about a typical or normal value are known as measures of central tendency, and they include the mean, median, and mode.
 - i. Mean

- ii. Median
- iii. Mode
- iv. Frequency counts
- v. Percentages

b. Measure of Dispersion: This is another important set of statistics that focuses on the dispersion of a variable. Dispersion measures the spread out of the values that are of interest. Therefore, measure of dispersion is concerned with how scores within a group is dispersed from the mean. Examples are:

- i. Range
- ii. Variance
- iii. Standard deviation

B. Inferential Statistics: Inferential statistics as its name suggest, is a special class of statistics that researchers use to make inferences, or estimates, about a larger population based upon the specific data collected from a selected sample in their study, which could be in turn used to judge or make generalisation about the larger population. Examples are:

a. Parametric Statistical Techniques

- i. Pearson Product Moment Correlation Coefficient (PPMC)
OR Correlation (Pearson's r)
- ii. t-tests (dependent group)
- iii. t-test (independent group)
- iv. One-way Analysis of Variant (ANOVA)
- v. Two-way Analysis of Variant (ANOVA)
- vi. Multiple Regression
- vii. Chi-square (χ^2)
- viii. Analysis of Covariant (ANCOVA)
- ix. F-statistic, e.t.c.

b. Non-Parametric Statistical Techniques

- i. Chi-Square

- ii. Spearman Rank order Correlation Coefficient
- iii. Mann Whitney U-test
- iv. Wilcoxon Test for two corrected Samples
- v. Kruskal-Wallis test for K Independent Sample
- vi. Fres Man's Test, e.t.c.

Collection and Method of Data Analysis in Qualitative and Mixed-Methods Research

Procedures for collection and analysis of data in mass communication and media studies that have their origin in qualitative research approach differ from that of quantitative research designs. For instance, in a qualitative research approach, typically, in relations to content analysis, historical studies, ethnographic studies, case studies, biographic studies e.t.c. data collections and sources are mostly from newspapers, textbooks, novels, poems, musical compositions, audio recordings (such as radio broadcasts, audio tapes, audio CDs e.t.c), films, movies, cinemas, streaming videos, web sites, web pages, blogs, web analytics and from other similar literary works.

There are three main types of data collection techniques and data analysis and interpretations. They are:

- i. **Frequency Counts:** Adopting this technique, the units for coding are identified and coding categories are defined. Numerical counting is then made of the frequency of occurrence or numbers of times the units that fit the various categories are found in a communication.
- ii. **Non-Frequency Counts or Qualitative Analysis:** Adopting this technique, the units for coding are identified but not counted in numerical values like the first technique, but are merely ascertained in terms of their presence or absence.
- iii. **Contingency Analysis:** Adopting this technique, the intention is not to make a simple count of the number of units that fits various categories, but to just count the number of the instances in which combinations of two or more categories of the units are found in the same communication.

Conclusion

This article has made efforts to demystify the concepts of research process and the associated research activities; problem identification and generating ideas for academic research in mass communication and media studies. It provided an overview of the characteristics of quality academic research, motivating factors that guide identification of research problems especially in communication and media research and writing of good literature review. The article also discussed research approaches with their related designs, it outlined instruments and procedures for data collection of written and oral responses in both quantitative and qualitative research as well methods of data analysis for both paradigms.

Consequently, it is suggested that academic researchers should adhere to the research process in their research activities by following the sequence; starting with problem identification, and clearly defining the problem into researchable statements, then translate the statements into measurable research objectives and later research questions and/or hypotheses.

Then the researcher should determine methodological approaches to be deployed for collecting the facts or data, analysing the facts or data and making interpretations before reaching certain conclusions or making inferences either in the form of solution(s) towards resolving the problem or in making certain generalisations. Invariably, research process does not start with 'searching' or 'framing', or 'composing' a 'title or topic'; but rather the demand is placed on the researcher to think deeply and identify a problem and clearly define the problem into researchable statements and follow through with the other processes as suggested.

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**Analysis of Effect of Goodluck Jonathan's 2015 Concession
Rhetoric on Ethno-Political Conflicts in Nigeria**

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Abstract

This study analysed the impact of the concession of Dr Goodluck Jonathan to General Muhammadu Buhari ahead of the official announcement of the Nigerian 2015 presidential election result on the socio-political crisis that brewed ahead of the poll. Deploying content analysis, the study found out that the rhetoric of President Jonathan doused tension, assuaged frayed nerves and stopped the outbreak of what could have been an ethnic or religious war in Nigeria. Consequently, the study recommended that political leaders in Nigeria, irrespective of their personal hurt or losses, should be mindful of their communication and make use of words that engender peaceful co-existence among all the different groups in the society because the words of the leader serve as instruction to others.

Keywords: *Presidential rhetoric, Politics, 2015 election, Goodluck Jonathan, Muhammadu Buhari, Nigeria*

Word Count: 122

Introduction

Every election brings to the fore the fault lines in Nigeria as the political gladiators play both the tribal and religious cards to gain advantage over others. The desperation to win political contest by Nigerian politicians has been traced to the bumper reward system which they enjoy as a result of their control of the levers of power. Consequently, the loss of an election is synonymous with the loss of a means of livelihood, loss of influence and relevance, rather than just a missed opportunity to serve the people. So, the political class deploys rhetoric that whips up sentiments in their favour, sets the electorate against one another and promotes violence among the people.

The 2015 presidential election was a bit different because of the belief of many Nigerians of northern extraction that the then incumbent, Dr Goodluck Jonathan, ought not to have signified intention to run for re-election because having served out the late Umaru Yar'Adua's term as well as an additional term of four years, he should have yielded space to a northerner from his party. In addition, they believed that because Jonathan was the Commander in Chief of the Armed Forces, he would not want to relinquish power should the election go against him. On the other hand, people from the South-South region of the country believed that though the section is the goose that lays the country's golden egg, it had been kept out of the presidency for so long. They, therefore, averred that Jonathan had a right to seek re-election. These scenarios, coupled with the prevalence of hate speech, the avalanche of small arms and the rising spate of terrorism in the country had put the people on edge. Many people, including members of the international community, were of the opinion that unless the fallout of the presidential election was properly managed, Nigeria could be in for a full blown civil war.

The rhetoric of the two leading candidates in the election, Dr. Goodluck Jonathan, a Christian from the southern part of the country, and General Muhammadu Buhari, a Fulani and former head of state from the northern part, had divided the country along ethnic and religious lines. The tension

generated by the fiery rhetoric of the two contestants was accentuated by the postponement of the presidential poll by six weeks with threats of war and unprecedented violence hanging in the air.

However, the presidential election, which was held on March 28, 2015, turned out to be generally peaceful. No protest attended the announcement of the winner. How did the electoral situation that had set the whole country on edge suddenly turn 180 degrees with no drums of war being rolled out? What factors were responsible for diffusing tension and calming frayed nerves? What role did Dr. Jonathan's concession rhetoric play in turning the socio-political crises that had been envisaged as the aftermath of the election into a storm in a teacup? This study seeks to investigate the effect of Dr. Jonathan's concession on assuaging those Nigerians already warming up for war ahead of the 2015 presidential election.

Statement of the Problem

Elections are the basis for democratic legitimacy in that they offer a means for citizens to assess their leaders with a view to either electing or rejecting them. Elections, being a civic duty, should ordinarily be peaceful. But in Nigeria, election is akin to a declaration of war because political gladiators unleash both verbal and physical attacks on one another. They also use their words to set the citizens against one another and heat up the polity. As a result, arson, murder and other violence have become the hallmark of every election cycle. The 2015 presidential election in Nigeria was not any different because the major contenders were poised to stop at nothing to clinch power. Their rhetoric had put the country in a war mood as religious adherents had been pitted against one another and ethnic groups were threatening to unleash terror on the country should their candidate not be declared winner of the contest. But the election, which had Dr. Goodluck Jonathan, the incumbent president and standard bearer of the People's Democratic Party, and General Muhammadu Buhari of the All Progressives Congress, as the leading candidates, was won by the opposition candidate, without it degenerating into any political conflict despite the fact that the country had been pushed to the cliff just before the election. Since what happened was in contrast with the general

expectations, this study sought to find out the role played by Dr Goodluck Jonathan's concession rhetoric in stemming the tide and taking the sail off the wind of those scheming to throw the country into the abyss of socio-political conflict.

Objectives

The study sought to evaluate the impact of the concession of Dr Goodluck Jonathan to General Muhammadu Buhari ahead of the official announcement of the 2015 presidential election result on the socio-political crisis that was already brewing in Nigeria ahead of the poll. Specifically, the paper attempted to ascertain if the pre-election rhetoric heated up the polity; the effect of Dr Goodluck Jonathan's concession speech on his supporters; and find out the impact of Dr Goodluck Jonathan's concession speech on the socio-political crisis already brewing ahead of the presidential election.

Literature Review

Rhetoric is the process of making ideas amenable to people and people to ideas¹. It is also regarded as the deployment of the available means of persuasion, and an instrument of expression and action². Rhetoric ensures persuasion and conviction of audiences. Although, rhetoric is sometimes criticised as empty and misleading, it is also seen as the most potent power available in any society¹. So, powerful is rhetoric that it can influence culture as a whole and can also be the main means of cultural production and transformation². Therefore, the purpose of rhetoric is to precipitate a shift in perspective, and rally support for the speaker's position. It is designed to change the mindset of the listeners about a subject matter and to influence the views and, by extension, the decision of an audience on an issue.

An ethnic group is a community of people with a common identity and common fate based on issues of origin, kinship, ties, traditions, cultural uniqueness, a shared history and possibly a shared language³. Therefore, an ethnic group is often referred to as a nation within a country.

Ethnicity is a social phenomenon associated with the identity of members of competing communal groups seeking to protect and advance their interests in a political system⁴. Ethnicity involves bias and invokes sentiments because it applies to the consciousness of belonging to, identifying with, and being loyal to a group distinguished by shared cultural traditions, a common language, in-group sentiment and self-identity. Ethnicity is the deliberate tracing of one's identity to a particular group and allowing such feeling to determine the way one relates with people and reacts to situations. Consequently, it promotes a 'we' versus 'they' feeling and engenders competition for socio-economic and political privileges or rights in a geo-political set-up⁵.

Politics has been defined in various ways. It is about who gets what, when and how, a distinctive form of rule whereby people act together through institutionalised procedures to resolve differences, and activities of co-operation, negotiation and conflict within and between society⁸. So, politics is the means of acquiring power to lead a people with the intention of having control over the allocation of available resources. Because politics is about people, it requires collaboration. But because it is also about power and resources, politics breeds struggle and strife. Therefore, it is said that politics is about the characteristic blend of conflict and co-operation that can be found so often in human interactions. Pure conflict is war. Pure co-operation is true love. Politics is a mixture of both⁹.

The pursuit of interests generates various types of conflict. Thus conflict is seen as a normal aspect of social life rather an abnormal occurrence. Competition over resources is often the cause of conflict. For the fact that a society is composed of different groups that compete for resources, conflict is a regular phenomenon in all societies. While societies may portray a sense of cooperation, a continual power struggle exists between social groups as they pursue their own interests¹⁴. Within societies, certain groups control specific resources and means of production. Social groups will use resources to their own advantage in the pursuit of their goals. This often means that those who lack control over resources will be taken advantage of. As a result, many dominated groups will struggle with other

groups in an attempt to gain control. Often, the groups with the most resources will gain or maintain power. As a result, social conflict is the tension between what the reality is and what it should be in accordance with the views of particular social groups or individuals¹⁰.

Theoretical Review

Durkheim's Anomie Theory of Conflict was deployed for this study. The theory posits that every person has two consciences; one which is common to the group in which the individual finds himself or herself and the other which is personal. The proponent of the theory describes the duality as corresponding to the double existence that every individual leads concurrently; the one purely individual and rooted in the organism, the other social and nothing but an extension of society. He stresses that no individual is really immune to external influence; no member of a society enjoys complete independence from societal pressure.

He, however, notes that the duality of man or woman leads him or her into constant crises as the personal conscience is always seeking to satisfy personal interests and wants. He states that the point of crisis is where there is a mismatch between the individual's desire and societal expectations. This is the point where an individual member of the society pushes his or her interests ahead of common interests. He describes this as the state of anomie which is the cause of the incessantly recurrent conflicts, and the multifarious disorders.

There are two major causes of anomie: the division of labour (or division of interest), and rapid social change. An increasing division of labour (or interest) in the society weakens the sense of identification with the wider community and thereby weakens constraints on human behaviour. These conditions lead to social "disintegration"—high rates of egocentric behaviour, norm violation, and consequent de-legitimation and distrust of authority. The desires and self-interests of human beings can only be held in check by forces that originate outside of the individual, these external forces are social facts. A social fact is an action that is common to many

people because the socialised community, to which they belong, has conditioned them to so behave.

These social facts are social institutions such as education, marriage, political organisation, and government; and there is little doubt that the major vehicle for conveying social facts to every member of the society is rhetoric as this produces the method by which culture is maintained and transformed and it is rooted in an essential function of language as a symbolic means of inducing cooperation among people. So, rhetoric and social institutions have a common goal which is a change in conviction and, eventually, behaviour. But the social institutions are not independent, as they are subjected to control by other forces. The political system is controlled by the political leaders just as the religious institution is subjected to the whims and caprices of religious leaders. So, the institution can either be used to achieve wholesome ends for the society or be manipulated to serve the purpose of those at the helms of affairs of the various institutions. Therefore, the society is not the driver of social facts but those who lead social institutions. The import of this is that with proper and altruistic deployment of rhetoric, the society will experience integration rather than disintegration, peace rather than chaos and progress in place of stagnation.

Methodology

The paper adopted content analysis to draw inferences through the systematic and objective identification of special characteristics of the subject being studied¹². There are five main purposes of content analysis viz; to describe substance characteristics of message content; to describe form characteristics of message content; to make inferences to producers of content; to make inferences to audiences of content; and to predict the effects of content on audiences. Therefore, speeches made by political gladiators ahead of the 2015 elections and the concession speech of Dr Goodluck Jonathan were analysed to infer the effect of the speeches on the audiences.

Data Analysis

1. On December 23, 2013, Dr Junaid Mohammed, National Coordinator of the Coalition of Northern Politicians, was reported to have said, “There will be bloodshed, those who feel short-changed may take the warpath and the country may not be the same again”¹³. The import of the statement was that Dr. Mohammed was instigating the electorate to embrace violence if they were not satisfied with the turn of events in the election.
2. In January 2014, Malam Nasir el Rufai, then an APC chieftain, made a statement that, “The next elections would be bloody and many people are likely to die. The only alternative left to get power is to take it by force”¹⁴.
The statement was charging the electorates to get ready to kill and be killed should the election not go according to their expectations.
3. On November 19, 2014, Ibrahim Shehu Shema, PDP Governor of Katsina State, said, “You should not be bothered with cockroaches of politics. Cockroaches are only found in the toilet, even at homes. If you see cockroaches in your house, crush them”. The former governor was apparently referring to his political opponents.¹⁵
By his statement, the former governor was urging his supporters to kill (crush) his political opponents.
5. On April 23, 2014, Asiwaju Bola Tinubu, APC National Leader, declared that: “It is going to be rig and roast. We are prepared not to go to court but drive them out.”¹⁶
With this, the National Leader of the APC was spurring people to violence.
7. On March 2, 2015, Mrs Patience Jonathan, former First Lady, said: “Anybody that tells you ‘change’ stone that person”¹⁷.

Change is the Slogan of APC

With the speech, the former First Lady was instigating her supporters against members of the opposition party.

Consequent upon the prevalence of hate speeches by politicians and their supporters, there was preponderance of violence across the country even before the 2015 presidential election. In a report released six weeks ahead of the March 28, 2015 presidential election, the National Human Rights Commission (NHRC) stated that hate speech was on the rise in the country. The Commission also stated that in the 50 days preceding the release of that report, there were 61 incidences of election-related violence in 22 states with 58 people killed¹⁸.

The violence and the murder were an aftermath of the rhetoric deployed by the political class. So, politicians went into the presidential election shedding blood, and with a determination to shed more unless they had their way. When the election result started coming in and it seemed to be going in the way of the opposition candidate, tension was on the rise in the country. The tension was escalated when a former minister and a member of the Peoples Democratic Party, Godsdan Orubebe, attempted to disrupt the process at the presidential election collection centre¹⁹. He accused the then Chairman of the Independent National Electoral Commission (INEC), Professor Attahiru Jega, of being “tribalistic and partial,” saying that, while the electoral umpire chairman promptly commissioned a fact-finding team on reports of malpractices from Rivers State, he refused to act on the PDP’s complaints over results from Kano, Katsina, Kaduna and Gombe states. Orubebe then went ahead to seize the microphone, and insisted that Professor Jega should leave the results collation centre at the International Conference Centre, Abuja.

Although, Orubebe was later led away from the centre, there was palpable fear in the country that violence might break out at any time. But later that day, even before the whole result was announced, Dr. Goodluck Jonathan put a call through to General Muhammadu Buhari, congratulating him and conceding defeat to him²⁰. This defused the pent up tension. Jonathan’s supporters were at their wits’ end on what to do. They could neither protest nor go on the rampage because their principal had already conceded defeat. Dr. Jonathan later addressed the nation.

In his address to the country, Dr. Jonathan reiterated his refrain that his ambition was not worth the blood of any Nigerian, adding that the unity, stability and the progress of the country were of more importance than his ambition of remaining as the president. He tried to persuade all Nigerians to work for the unity of the country and encouraged his party members to look beyond the defeat to a more glorious future.

With the position of the candidate, the tension was doused and those who were warming up to throw down their gauntlets had to sheathe their swords. Dr Jonathan deployed his rhetoric to precipitate a shift in the perspective of his supporters and rally support for the nation's unity. Dr Jonathan used his concession speech to change the mindset of his supporters about unleashing terror on the nation and deployed his rhetoric to sway the likes of Godsdan Orubebe from fomenting trouble in the aftermath of the election to embracing peace.

Findings

The study found out that the actions taken by followers are a function of the rhetoric of their leaders. When the leaders preach peace, the followers seek peace. When the leaders preach unity, the followers seek unity. When the leaders champion progress, the followers play it out. Ahead of the 2015 presidential election, the major political leaders were angling for violence directly and indirectly, and their followers took a cue from them and terror was unleashed on the people with over 50 people losing their lives. But immediately after the election when the loser preached peace, his followers had to surrender to the will of the majority and what could have been a reign of terror in the country was averted. Therefore, Dr Goodluck Jonathan's concession rhetoric staved off socio-political conflict in Nigeria in 2015.

The finding is in conformity with the submission of Durkheim's Anomie Theory of Conflict that every individual is at the mercy of the leader's influence. When a well-intentioned leader is at the helm, he will persuade the individual, using his rhetoric, to toe the line that births peace and progress

in the society. But when selfish people are in leadership position, they manipulate the individuals with their wrong deployment of rhetoric to work against the interest of the society.

Conclusion

The 2015 presidential election was a watershed in the annals of Nigeria. The election had all the trappings of the foreplay of an ensuing war. Hate speeches flew freely, arms and ammunitions were being stock-piled, violence was already breaking out. But when it mattered most, Dr Goodluck Jonathan gave a concession speech that diffused tension, thus saving the country from socio-political conflicts and probably another civil war. This, therefore, shows that when leaders decide to make use of rhetoric in a positive way, the society is the better for it.

Recommendations

Everything rises and falls on leadership. Leaders should always think about the greater good of the society rather than their own selfish interests. When leaders are motivated by the general good of the society, they will deploy their rhetoric with the intention of foisting peace, unity, progress and prosperity on the people. But when leaders are driven by selfish or primordial interests, the society will pay for it because the rhetoric of such leaders would put a wedge between the people and set different segments of the society against others.

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**‘Modeling’ the Relationship between Media Political Education
and Youths’ Knowledge, Attitude and Participation in Politics**

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Abstract

In the current political party primaries across the country, the new normal can be seen in the fact that only a small minority of young people (18-35 years old) contested for various selective offices, which unfortunately most lost to the older (35 and above) generations, except for the children of politicians. To be considered politically knowledgeable, one must be able to answer fact-based inquiries about political history, events, people, and institutions. Tolerance of minorities and suspicion of political institutions can all be symptoms of a person’s lack of political education. Stereotypically, young people who are less interested, more pessimistic, and distrust political elites as a whole are shown as this⁹. Multiple longitudinal studies have found the same thing: that newer generations are less conservative on cultural problems, but not on economic ones. “Political engagement” refers to the involvement of the public in any activity that has a direct impact on the selection and/or actions of elected officials. There are several ways in which the people can express their ideas and exert influence on the political system¹⁴. The media is often seen as the lifeblood of democratic administration and the public arena for the cultivation of democratic ideas and norms¹². There is a vast range of information available through the free media channels and political knowledge can be gained through the use of

resources such as depictions, news, reports and discussions in the public sphere regarding social and political matters. Voter education is a critical component of a successful election process, and the media must be seen to be doing its part to ensure that voters are well-informed. Because they may not know their rights as citizens or may not comprehend why they must participate in such an exercise, as many Nigerians today still show apathy toward political participation.

Keywords: *‘Modeling’, Media Political Education, Youths’ Knowledge, Youths’ Attitude and Youths’ Participation.*

Word Count: 292

Introduction

Nigeria’s history reveals that young people have been at the forefront of many aspects of nation building, including the creation of Peoples Union in 1908, establishment of National Democratic Party in 1923 and National Council of Nigeria and the Cameroons (NCNC) in 1944. Likewise, in the 1930s, Nnamdi Azikiwe established the Nigerian Youth Movement (NYM) and he also added Pan-African consciousness to the organisation. Ending Herbert Macaulay and the National Democratic Party’s hold on the Lagos Town Council was the goal of the Nigerian Youth Movement. This can be said to be true of the political parties that were formed to fight for Nigerian’s independence after the youth charter was published in 1983 by the NYM, which set out goals of unifying the tribes of Nigeria and educating public opinion to develop the national consciousness needed to achieve this ideal and began agitating for Nigerian’s Independence. For example, Anthony Enahoro, a 29-year-old member of parliament, was instrumental in securing Nigeria’s independence in 1953. To a significant measure, the British government’s decision to grant Nigeria independence in 1960 was influenced by the pressure exerted by the young political movement. Nigeria was thus founded in great part by young people in their late twenties and early thirties.

Even though they account for more than two-thirds of Africa's population and make up more than 70% of the population, young people in contemporary time appear to have given up this function to their political elites, who have debatably continued to replicate themselves in political space through time. African teenagers are less interested in participating in politics since they have been omitted from the political arena. Nigeria is an accurate depiction of the current state of affairs in Africa¹. When it comes to political participation, Nigerian youths are not appropriately represented in the country's governing bodies. A lack of political engagement and understanding among young people has been documented in research studies². It is not uncommon for younger political participants to be used as cannon fodder by elder politicians who exploit them for election violence (and short-term protest movements such as the #EndSARS campaign in 2020)⁴. In the recent political party primaries across the country, the new normal can be seen in the fact that only a small minority of young people (18-35 years old) contested for various offices, but unfortunately most lost to the older (35 and above) generations, except for the children of politicians³.

United Nations and the World Bank refer to the term "youth" to anyone between the ages of 12 and 24. It is a time of "transition from dependency to independence" in youth⁴. Instead of being seen by one's consecutive age, youth can be considered as a transitory period between childhood and adulthood. In line with political, social and economic realities of Africa, these age ranges have been deemed overly restrictive. Because of this, Nigeria's National Youth Policy defined youth as those within ages 18 to 35 years old in 2009. As a result, the term "youth" here refers to those who are between the ages of 18 and 35. It is also common to use the phrases "youth" and "young people" in the same sentence. With such as a backdrop, it becomes critical to grasp ideas and factors such as political knowledge, attitudes, engagement, and media political education during the course of this article.

The Thought of Political Knowledge

Factual and correct information about politics that is kept in people's enduring memory, including norms and principles, politics' substance as well as political parties and individuals are three broad areas that fall under political knowledge⁵. To be considered politically knowledgeable, one must be able to answer fact-based inquiries about political history, events, people, and institutions. Tolerance of minorities and suspicion of political institutions can all be symptoms of a person's lack of political education. The opposite is true: citizens with a high level of political education are more likely to be politically aware, watchful, loud, and competent, all of which are necessary for the maintenance of a healthy and stable democratic system. Acquiring political education can boost a person's self-esteem and enthusiasm for civic engagement. A meta-analysis of political knowledge measurements indicated that the measurement of political knowledge comprised knowledge of current national and international events, as well as knowledge of political individuals and institutions. According to this research, the study found that democratic citizens and societies need at least moderate levels of knowledge in order to accept the norms of political participation, understand current politics, and participate in political discourse. A lack of political literacy would make it difficult for citizens to comprehend and participate in public affairs⁶. As a result, societies with higher levels of collective political knowledge are better able to include and respond to everyone.

The Thought of Political Attitude

To modify one's attitude, one must improve one's thinking quality, not just one's quantity of thought. People's views on a variety of policy issues, including "Civic culture," which is widely considered to encompass a critical set of attitudes, such as political interest and political trust, mature at different rates than adults⁷. Using a variety of research designs, researchers often quantify civic culture by gauging public interest and/or trust in politics⁸. Stereotypically, young people who are less interested, more pessimistic, and distrust political elites as a whole are shown as this⁹. Multiple longitudinal studies have found the same thing: that newer generations are less conservative on cultural problems, but not on economic ones.

Ethnocentrism and equality are two examples of this. Youths tend to be less materialistic, and a study claims that the development process interferes with the key attribute of attitude and stability⁷. Any nation's democracy is also dependent on political interest, which is critical to its long-term viability and growth. Political interest can be defined as the degree to which a person or people in a specific country or region find politics appealing¹⁰. According to the author, a 'politically interested citizen' will focus on one or more issues, such as the environment, public policy, human rights, or an upcoming election, among other factions. 'One of the most constant predictors of participation in the political process was found to be political interest among young people, according to a study¹¹. As a result, young people in today's society have considerable political potential but also represent a less predictable political group than other social groups¹¹.

To be politically apathetic is to have a general lack of interest in one's own political region's problems and governance. Such apathy is often reflected in how a country's population see political events like elections, public opinion polls, and civic duties¹². People who are politically apathetic do not care about their country's social or political issues and are less likely to register to vote, vote, or take part in protests against systemic problems. In addition to being uninterested in social and political disputes, such a person would be unwilling to provide useful information to security agents and would become generally indifferent to government policies and programmes, regardless of the consequences¹³.

According to some scholars, people are less likely to act when they believe that their actions will not generate the expected outcomes¹². Study after study has shown that political efficacy is a powerful predictor of political engagement, as well as a vital mediator between general self-efficacy and political participation¹³. Internal and external efficacy are two terms used to describe whether or not a person believes that their actions can have a significant impact on the political process. Political efficacy refers to whether or not an individual believes that their actions have the capacity and political competence to make a difference¹².

The Thought of Political Participation

To put it simply, “political engagement” refers to the involvement of the public in any activity that has a direct impact on the selection and/or actions of elected officials. There are several ways in which the people can express their ideas and exert influence on the political system¹⁴. A number of factors, including the level of political awareness and education, social status in society, level of well-being, environmental and social influences, the extent to which the principles of rule of law are observed and guaranteed, and sociocultural, which includes religious and gender factors¹⁵, influence political participation and apathy. Youth political involvement is a topic that requires explanation because it combines two unique terms: youth and political participation.

Another hotly debated topic in the academic literature is the role of young people in the political process. “Those activities by private persons that are more or less directly intended at influencing the selection of government personnel and/or the actions they take”, according to one source, are considered political engagement¹⁷. There are a number of ways in which political involvement can be defined as an activity; (a) it is a voluntary and non-ordered activity; (b) it refers to non-professionals or amateurs; (c) it refers to the government, politics, or the state; and (d) it relates to the state¹⁸.

Involvement of young people in politics, civic life, active citizenship, and policymaking is referred to as “youth political participation”¹⁷. For example, a person could serve on a local council, vote in an election or be involved in the budget process of a local government¹⁷. There are numerous obstacles preventing Nigerian youth from getting involved in politics, not the least of which is a misunderstanding of the advantages that engagement in politics can provide. The author goes on to say that other issues facing young people include unemployment, social marginalisation, and a lack of capacity, resources, and tools¹⁸.

Relationship between the Media and Political Systems

The media is often seen as the lifeblood of democratic administration and the public arena for the cultivation of democratic ideas and norms¹². There is a vast range of information available through the free media channels and political knowledge can be gained through the use of resources such as depictions, news, reports and discussions in the public sphere regarding social and political matters. Textual (newspaper), auditory (radio news), audiovisual (television) and social/news media (multi-media) news sources should be able to deliver essential information on major political and social issues¹². According to the BBC Media Action, a good connection between the media and the public is essential for a democratically accountable government because well-informed citizens can hold elected officials accountable¹⁵. As the society's watchdog, the media should direct the people's attention and interests toward matters of governance and public concern. It is hoped that truthful and comprehensive coverage of political events, policies, and programmes will arouse citizens' interest in politics, resuscitation, and resurgence¹⁹. An increase in public political participation and a reduction of political indifference, particularly among young people, would follow from such a political awakening.

As one of political theory's most ancient concepts, political education has recently resurfaced in today's political science debates. Contemporary researchers are more likely than earlier generations to believe that well-designed institutions are not enough, and that a well-ordered polity requires citizens with the proper knowledge, skills, and character traits²⁰. Political education has always been a function of regime type, ever since Plato and Aristotle first brought it up. Democracy necessitates citizens with specific knowledge, skills, and character traits that would be inappropriate in a non-democratic system. In accordance with the limited information rationality theory, citizens who have a low level of knowledge are less likely to participate in public discussion of issues²⁰.

Scholars, on the other hand, have offered varying takes on the meaning of the term "political education." Traditionally, political education was used as a synonym for political literacy to describe the purpose of political

education in socialisation studies. From a comparable vantage point of view. A person's political literacy, or education, is their ability to properly carry out their responsibilities as a citizen. For those who want to understand public discourse, political education is an essential foundation of knowledge. The term "political literacy" refers to an individual's level of political knowledge, while "political awareness" refers to the extent to which an individual pays attention to and understands political issues. In addition, some researchers have defined political education as the ability to participate in political activities with a well-informed opinion. Education for democracy, as defined by the study, is an education that encourages civic participation, as well as the development of values, and political awareness through the provision of opportunities for service learning or active learning in the community¹⁷.

A federal government agency that is responsible for educating potential voters, the Independent National Election Commission (INEC) is not the only one who should be involved in this effort; the National Orientation Agency (NOA), as well as the political parties, civil society organisations and religious and traditional institutions should also be involved. Voter education campaigns, from the grassroots level up, should be funded by the government on a regular basis, as well as complaints where one's name is omitted, the dangers of violence and rigging, how to protect their votes, and how to make votes count generally should be addressed by such organisations. For the sake of a smooth election process, all relevant information about the event should be made public in advance by agencies and organisations charged with such responsibilities²⁰.

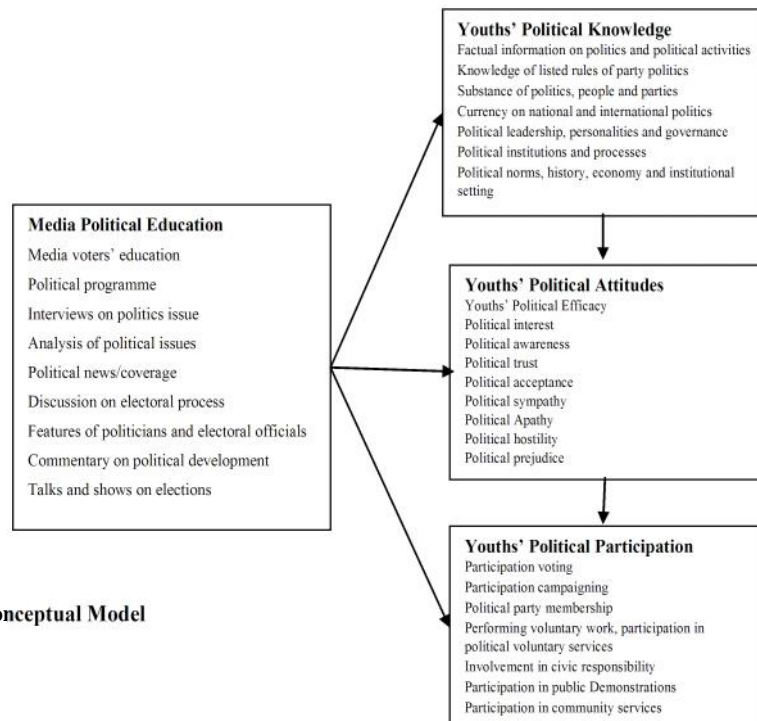


Fig 1: Conceptual Model

Educational Strategies for Promoting Politics and Political Participation among Youths

In order for human capital and economic growth to have any meaning, education is both necessary and fundamental. Political engagement and economic production both benefit greatly from civic education. By prioritising education as a means of improving the lives of its residents, a society can improve the state's development objectives by orienting its citizens to lead decent lives. Basic education can help residents escape environmental poverty traps, reduce responsibility, and instead help diversify assets for people's emancipation and empowerment²¹.

Since its focus is on the whole development and emancipation of man, education stands out as a development centre because it transforms resources in a variety of ways to meet the needs of society's members. Both the intrinsic and extrinsic values of education can be valued as a means of survival for the individual who has it, and the combination of the intrinsic and extrinsic values of education gives the educated person sufficient freedom and opportunity. Education can be valued for its own sake in the sense of the fulfilment it provides to the individual who has it. Aside from basic skills like reading and writing, education provides students with professional competencies in the form of the ability to learn and apply abstract, technical and applied skills as well as the ability to acquire more complex abilities that can be used in dealing with a wide range of ever-present and ever-changing complex problems.

People and states have more opportunity to fully utilise all of the above educational potentials when education is geared toward fostering political engagement and participation. There are many ways that specifically designed educational programmes that focus on politics and improving political participation can assist citizens in assessing such state-available hidden treasures in politics, and this is because knowledge of politics and participation opens up in a people ways and skills through which they can tap and explore hidden treasures.

Promoting political engagement and education in Nigeria might begin with a focus on media coverage of political issues. It is important to emphasise political education in the media so that Nigerians are aware that engagement in politics can serve as a platform from which they can influence the government's daily actions and therefore accomplish their individual and communal dreams. It's not an exaggeration to say that politics has a role in every aspect of our lives, from the local to the global. As a result, it is clear that decisions that lead to resource exploitations, formulas for distributing the state's resources, educational and financial institution decisions, the relationship between one group and another in a state and so on bear the stamp and impressions of politics. All aspects of a citizen's life are affected by politics, and this serves as evidence to support the idea that public schools should give students with ample opportunities to gain an understanding of the fundamentals that shape and influence their own circumstances and well-being.

The media make it possible for both politically engaged and politically inactive persons to learn about the practical benefits of political participation. Individuals and groups are encouraged to participate in politics in industrialised countries, where the media operate without prejudice and media freedom is protected, due to the dissemination of truthful information about the government's operations and programmes. It is expected that media channels in society, especially in a modern democratic society, will serve as a conduit for more valuable interactions and active political participation between the political class, the government, the electorates, and the electoral system. In doing this, the media serves as the fourth estate of the realm and carries out its educational functions.

Relationship between the Media and Youths Political Involvement

It is widely accepted that the media may play a critical role in mobilising young people for civic involvement and, ultimately, for national progress. As a result, the media is referred to as "a pivot of social interaction, attempting to exploit the power of mass communication to solve the problem of national cohesion and integration, both of which are vital to

the creation of healthy political mobilisation”²². “Reporting and interpreting events, identifying problems, projecting individuals, and investigating support” are some of the roles media play in political education²².

Unhealthy information was passed on to the public as fact by political parties and their candidates, who misused the media to disseminate falsehoods. As the 2023 general election approaches, the Nigerian media appears to be headed in the same direction as the country’s political institutions.

Media outlets are tasked with ensuring that elections are accurately reported while also adhering to the public interest and the media code. Educating the public about responsible democratic principles and the power of popular vote sovereignty is something that may be accomplished through the media. For the people who cannot observe or understand the events that affect them, a research urges the media to look for important truths in political mobilisation and to interpret political concerns in light of the people’s electoral demands. The media must also play a role in guiding the voting process toward the desired aim of national development²².

Conclusion

Voter education is a critical component of a successful election process, and the media must be seen to be doing its part to ensure that voters are well-informed. Because they do not know their rights as citizens or do not comprehend why they must participate in such an exercise, many Nigerians today still show apathy toward political participation. Consequently, public education, investigation and information dissemination are a primary responsibility of the mainstream media. Objectivity in reporting should be the centrepiece of this role’s master piece. It is important to remember that the media might be dysfunctional due to its strategic position in any community. In support of this notion, it is expected that the media would focus on issues that have the potential to have a significant impact on the public and their political decisions.

What the media should do is pose and answer questions that help clarify complex topics, particularly those connected to policy and leadership, in their commentary and editorials. As a result, the media must take the lead in promoting peace in order to further aid the progress and development of the electoral system. Even more so, the role of media in increasing political knowledge of youths to make them have actual information about politics and political activities, long-term memory and listed rules of the politics substance of politics, people and parties current national and international events, political leaders & personalities, political institutions/ processes/political norms/history/institutional setting of political norms/ history/political norms. People's views about politics will transform from apothecia, antagonism, prejudice and ignorance to political efficacy, interest, sympathy, acceptance, and trust in the political processes when they are fully informed. There may be political participation in the form of voting campaigns, joining a group or doing community service to help achieve a desirable national development goal in the future.

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**Contributions of Public Relations Strategies in Crisis
Management and Employees' Job Satisfaction**

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Abstract

A crisis can arise out of nowhere, and it may be difficult to respond in time to prevent further damage or loss of life. A crisis, in the real world, is a trying period or an emergency. A crisis is any unexpected and potentially disastrous shift in human or environmental conditions. When an individual reaches their personal breaking point, it is called a crisis. Depending on the nature of the work being performed, the market conditions of the industry, and the bargaining power of the parties involved, employees may be paid on an hourly basis, for piecework, or with a set annual pay. In some industries, workers can earn extra money through bonuses, stock options, and other perks. Benefits are an additional perk that some employers offer in addition to a salary. Public relations strategies refer to the variety of activities usually conducted by the professional saddled with the responsibilities of management of reputations and public relationships of a country, individual or an organisation in the discharge of its obligations or/and duties. The term "crisis management" is used to describe a company's approach to handling crises. It assesses the potential effects of the crisis on the organisation, identifies the most at-risk areas,

and recommends countermeasures. Crisis management's overarching value lies in its ability to increase readiness for future crises. Even while the issue is not as pressing as it once was, the company is nevertheless keeping an eye on the news and the actions of various stakeholder groups, including its own employees. It's crucial to grasp how various stakeholder groups see things. The requirement for information in a crisis is met by effective and timely communication. Thus, neither crisis management nor crisis communication before, during, and after a crisis should be neglected.

Keywords: *Crisis management, employees' job satisfaction, job satisfaction, public relations strategies, staff conflict resolution and crisis diagnosis*

Word Count: 291

Introduction

A crisis is any circumstance that poses a threat to the safety of individuals, communities, or the entire society¹. At some point during the time that an employee is employed by a company, a crisis of some kind occurs that causes or threatens to cause harm to the employee or the company's standing in the community². There are often two possible outcomes to such events. One employee's bad behaviour or a major incident of violence in the workplace both qualify. When an employee or someone linked with the organisation engages in illegal or unethical behaviour, whether at work or in their personal lives, we call this "individual employee misconduct"². A significant reaction against the corporation may result from such events.

The point of crisis management is to keep things under control, regardless. No situation, however severe, is insurmountable. Managing a crisis is a word used to describe a logical and well-thought-out approach to generating a situation, identifying the problem, developing a solution,

implementing the solution, and monitoring its effectiveness to ensure that businesses may minimise losses and maximise gains³.

Evidently, a company's ability to manage crises effectively contributes to high levels of employee satisfaction. Being happy in one's job is also known as employee satisfaction. Simply put, job satisfaction is the feeling of contentment or joy one has as a result of thinking favourably about one's employment and the experiences one has had on the job. Simply put, the term "work satisfaction" refers to an employee's level of contentment with his or her position. Job satisfaction is an indicator of how happy an employee is in his position, regardless of whether he enjoys every part of the job or just some of them (like his boss)⁶.

Effective crisis management, which often plays a significant role in the actualisation processes that lead to employee work satisfaction, necessitates contributions from public relations techniques⁷. Public relations methods have been helpful in addressing and mitigating a variety of prior events and disasters⁷. The Nigerian Shippers' Council, the government agency charged with overseeing the nation's maritime transportation sector, is also thinking about how it may utilise public relations tactics to improve crisis management and morale among its staff.

Public relations typically considers a wide range of strategies for crisis management and employee satisfaction, including monetary supports (loans), a corporate welfare system, special events, town hall meetings/conferences, capacity development and trainings, promotions of staff as at when due, awards for outstanding members of staff, medical facilities/sick bays, labour/industrial relations, conflict resolution, and the management of complaints.

Statement of Problem

Despite receiving a large sum of money each quarter, the Nigerian Shippers' Council has been unable to fulfil all of its responsibilities, much to the displeasure of the Federal Ministry of Transport (FMoT). The cause of this problem can be traced back to internal conflicts within the council's workforce. In the light of the foregoing, the purpose of this research is to

examine how public relations strategies can be used to resolve and manage crisis.

Concept of Crisis

A crisis can arise out of nowhere, and it may be difficult to respond in time to prevent further damage or loss of life¹. A crisis, in the real world, is a trying period or an emergency. A crisis is any unexpected and potentially disastrous shift in human or environmental conditions. The term “crisis” first appeared in the English language in a medical setting, referring to a moment in the course of an illness at which a shift can signal either recovery or death. Similarly, a significant shift in the progression of an illness was referred as by this term. By the middle of the Seventeenth Century, it had taken on the figurative meaning of a “vitally significant or decisive stage in the progress of anything,” particularly a period of uncertainty or difficulty without necessarily implying a decision-point⁸.

Understanding Crises from the Perspectives of “Personal”

When an individual reaches his personal breaking point, it is called a crisis. This is preceded by extraordinary circumstances, or the crisis, which causes a person to experience heightened anxiety and stress and necessitates decisive action⁷.

Several factors can set off a crisis, and here are just a few of them:

- i. Weather that is unusually severe
- ii. Unprepared change in employment or financial circumstances
- iii. Additional knowledge
- iv. Unexpected medical expenses, chronic conditions, and
- v. Social or familial turmoil in one’s social or family life.

Loss of employment, serious financial hardship, substance addiction/abuse, and other life-altering situations that call for action outside of the “regular” daily routine are all examples of crises that people face on a daily basis. When a person is in the midst of a crisis, his mind becomes unsettled, and his ego fights to maintain equilibrium between competing needs. In this situation, the stressed individual uses coping strategies⁷.

Employee and Job Satisfaction

Employment is an agreement between an employer and employee that sets the terms and conditions for performing work in exchange for compensation. It is common practise for an employer (which may be a business, a nonprofit, a co-op, or another organisation) to compensate an employee (who could be an individual) for performing labour under the terms of an employment contract. Depending on the nature of the work being performed, the market conditions of the industry, and the bargaining power of the parties involved, employees may be paid on an hourly basis, for piecework, or with a set annual pay. In some industries, workers can earn extra money through bonuses, stock options, and other perks. Benefits are an additional perk that some employers offer in addition to a salary. Health insurance, a place to live, and disability protection are all possible perks. The terms of an employee's employment are usually outlined in a contract, by legislation, or through an employer's policy manual⁹. Whereas it is also possible to refer to job satisfaction as employee satisfaction. Being happy or content in one's job is called job satisfaction. Simply put, the term "work satisfaction" referred to an employee's level of contentment with his or her position. It is a gauge of how satisfied people are with the various aspects of their occupations, such as the work itself and the way it is supervised¹⁰.

In most cases, businesses will hire people to fill open positions because they can do a certain set of tasks. Employers can be businesses, non-profits, cooperatives, or even other people or organisations like government agencies; they pay their workers (employees) to complete specific tasks.

Understanding Public Relations Strategies

Public relations strategies refer to the variety of activities usually conducted by the professional saddled with the responsibilities of management of reputations and public relationships of a country, individual or an organisation in the discharge of its obligations or/and duties¹¹. Public relations (PR), as a whole, refers to the variety of activities conducted by an organization to promote and protect its image, products, services and

policies in the eyes of the public¹¹. Most organisations, public and private have its public relations department that makes all effort to monitor the attitude and perceptions of customers. Thus, public relations aim to manage public opinion of the organisation¹¹.

It is used to distribute and communicate all the necessary information to build up good reputation in the mind of the public. An efficient and good public relations department use to adopt positive programmes for this purpose and always emphasise to eliminate negative publicity arises due to questionable practices¹¹.

Theoretical Framework: Crisis Management Model

In the late '90s, Alfonso Gonzalez-Herrero and Cornelius Pratt identified three phases of crisis management in their model, which they called Crisis Management¹²: A crisis is an unexpected process or occurrence that has a negative influence on a company, such as unsatisfied employees, industrial accidents, environmental difficulties, savvy competitors, financial troubles, and angry stakeholders. The term crisis management is used to describe a company's approach to handling crises. It assesses the potential effects of the crisis on the organisation, identifies the most at-risk areas, and recommends countermeasures. Loss of revenue is not the only thing that can happen during a crisis; employee morale and trust can take a hit, too. When an organisation has a crisis, its members become anxious and suspicious, and they gradually stop caring about the company as a whole. The three stages identified and defined in "Crisis Management" Model are ¹²:

i. Crisis Diagnosis: The earliest signs of a crisis are identified at this stage of crisis management. Finding the warning signs of a developing catastrophe is the goal. Leaders and managers have a responsibility to recognise the early signs of a crisis and get their staffs ready to deal with it head-on. Managers need to check in on their employees periodically to see how they are doing.

A manager does not merely yell orders from behind closed doors at his employees. What is going on in his environment is obviously important to

him. Managers may anticipate crises and prepare their staff for the fallout from them by keeping a close eye on employee performance. Avoid ignoring the warning signs of a crisis and instead take the necessary steps to head it off at the pass.

ii. Planning: Once the issues have been pinpointed, a crisis management-team needs to be formed and given control of the situation. Emotions can quickly become a factor in tense situations, so it is best to remain level-headed and in charge at all times. The response time of a crisis management team is critical once a crisis has been identified. Make sure the workers know they should not freak out. Plan ahead to avoid having to react in an emergency. Gather the relevant parties and talk it over to figure out what course of action will be most effective in a dire situation. Decisions must be made quickly. Being vigilant and, more importantly, patient, is essential. Verify all of your stats and data. In other words, you cannot just go off on assumptions and wild guesses. That is a mistake that will come back to haunt you¹².

iii. Implementation of Changes and Monitoring: During this step of the Crisis Management Model, the company's workforce makes operational adjustments in light of the changing circumstances¹². Monitoring manufacturing operations, or any process in which a catastrophic error could have occurred, and doing a root cause analysis of the possible factors that led to the crisis, is crucial. The success of any organisation depends on its members' ability to adapt to changing circumstances. Examining the origins of a workplace conflict is crucial. It is imperative that the system include new strategies and procedures to avoid repeating past errors.

The Crisis Management Model by Alfonso Gonzalez-Herrero and Cornelius Pratt was reviewed above because it is pertinent to this paper in that it identifies and explains the practical processes and efforts needed by any organisation and crisis managers to overcome an undesirable situation, occurrence, or event. This idea provided further evidence for

the necessity of PR strategies in crisis response. We also know that identifying a crisis using indicators, developing a response strategy, and putting that strategy into action constitutes crisis management.

Nigerian Shippers' Council's Public Relations Strategies for Crisis Management and Employees' Job Satisfaction.

- i. Financial Support: Employees are provided with monetary aid in the form of subsidised cars, homes, and education loans for their children.
- ii. Promotion / Upward Review of Staff Ranks: Promotion of staff members as appropriate to accompany their professional growth.
- iii. Training and capability development.
- iv. Health care services/Sick Bay.
- v. Special events: Party at the end of the year, CEO awards for outstanding employees, birthday parties for employees, celebration of the company's founding, etc.
- vi. Town Hall/Conferences.
- vii. Incentive Programs for Extra Hours of Work.
- viii. Industrial relations and crises.

i. Communication in Crisis: In times of crisis, such as a natural disaster, a financial scam, a company going bankrupt, etc., the role of public relations becomes crucial. Communications professionals have a duty to reassure the public that they are taking all necessary steps to address the situation and address their legitimate concerns. The purpose of a company's Public Relations Department is to monitor and evaluate public sentiment while fostering and sustaining positive relationships between the company and its target audience. The ability to communicate effectively and establish new protocols for facilitating a two-way exchange of ideas is facilitated.

ii. Publications (Newsletters, Informational Bulletins): The staff of any given business constitute a crucial internal public. Employee communication programmes, such as newsletters, bulletin boards, and online posts, are generally developed by corporate public relations

professionals. Service firms can benefit greatly from these kinds of activities because of their ability to support brand communication efforts; for instance, they can utilise the company newsletter to remind staff of the significance of providing fast and polite service to customers.

Staff Conflict Resolution: When warring parties come to an agreement to put their weapons down and work together to overcome their fundamental differences, the conflict is said to have been resolved. Conflicting parties refer to any group, formal or otherwise, that are actively involved in intrastate or international conflict. When two or more parties have such fundamentally different needs that they cannot be satisfied by the same resources at the same time, we say that they are fundamentally incompatible¹³.

Mechanisms for Resolving Conflicts

- i. A shift in priorities for one of the conflicting parties - It is unusual for one side to fully modify its core positions, but priorities might shift. In such a case, there may be fresh opportunities to settle the disagreement. The disputed resource has been split in two. In essence, this signifies that both disputing sides have demonstrated a degree of priority shift, creating space for a “meeting the other side halfway” agreement¹³.
- ii. Horse-trading between the contending parties - This means one side obtains all of its demands on one issue in exchange for obtaining all of its demands on another issue. Each side accepts the other’s authority over the resource under dispute. It may be a permanent arrangement, or it could be for a transitional phase that, if completed, will have led to the transcendence of the conflict. A third party will take charge, as both sides have agreed. In this technique, the main parties concede to the authority of a third party over the contested resource. The party has sought out alternative means of resolving the dispute, most notably arbitration or the courts. Developing a method outside the direct control of the parties involves finding a procedure for resolving the problem

through one of the five ways outlined above. There are some things that can be dealt with later.

Employee Management Complaint Processes

Two objectives can be advanced with the help of the complete complaint management process¹⁴:

- i. Employee and customer satisfaction: The purpose of complaint management is to reduce customer unhappiness and, ideally, to increase employee and customer loyalty.
- ii. Quality assurance: Complaint management ensures that feedback from employees and customers is shared with the appropriate teams so that it can be used to enhance the service or good being offered.

Five (5) Tips for Successful Complaint Management

If you adhere to the complaint management procedures, you already have a good system in place. However, a business could take the additional strategies that will be discussed in this paper in order to win the confidence of its clients and provide them with superior services¹⁴.

i. Invite them to complain: A dissatisfied consumer is an opportunity, not a problem. Their feedback provides valuable information about your products or services. In addition, you offer the individual an outlet: When their wrath subsides and they obtain satisfactory service from your firm or organisation, they will likely view it as customer-centric. Customers that are dissatisfied but fail to notify you are significantly worse. This is because you have likely lost them permanently and have no idea why. This is why you should definitely solicit client feedback on your products, services, and the organisation as a whole. Certainly, everyone enjoys receiving favourable criticism, but continuing improvement is more effective when problems are highlighted. Therefore, you should make it as simple as possible for your clients to handle a complaint with you. Give them the impression that their opinion truly matters¹⁴.

ii. **Really Listen:** The first step in dealing with complaints from either employees or consumers is to give them a chance to air their grievances (or calmly read their message). Do not try to appease the consumer until you have taken the time to fully understand his plight. However, the client is often unable to pinpoint the origin of his dissatisfaction. This is why it is important to ask follow-up questions as part of the listening process. Doing so demonstrates your concern for his needs and gives you valuable insight into how to enhance your product.

iii. **Respond Quickly:** There are few things more frustrating to an already dissatisfied customer than waiting in an endless phone queue. Even yet, businesses should not prioritise phone calls from staff and customers over other forms of communication. A lot of attention needs to be paid to addressing customer complaints raised via email and social media as soon as feasible. If you ignore the customer's frustration, it will only escalate, and by that point, it will be too late to prevent more harm. However, this sort of issue should not arise in the first place if the organisation has a well-defined mechanism for handling complaints.

iv. **Take the Blame:** Sometimes it seems that the customer was the one with the issue, rather than your business or product. There is one thing you must never tell them. It is because of these two things: Customers who are already frustrated and irate are not the ones to blame, especially if they are helping your business succeed by paying. Second, their criticism can help you refine your service. Perhaps the procedures could be clarified or there should be more open lines of communication. In either case, you need to own that it was all your fault.

v. **Think in Terms of Solutions:** On the one hand, an unsatisfied customer would like to vent his frustration on you. However, he requires help in resolving his issue. So, merely demonstrating comprehension is insufficient. Do not wait for the customer to demand anything unreasonable before offering reasonable options. This way you can keep an eye on things and get a better idea of how much compensation will cost you over

time. Customers and workers alike can benefit from this solution's adaptability because it can be tailored to their specific needs.

Conclusion/Recommendations

Crisis management's overarching value lies in its ability to increase readiness for future crises. Even while the issue is not as pressing as it once was, the company is nevertheless keeping an eye on the news and the actions of various stakeholder groups, including its own employees. It is crucial to grasp how various stakeholder groups see things. The requirement for information in a crisis is met by effective and timely communication. Thus, neither crisis management nor crisis communication before, during, and after a crisis should be neglected.

Internal and external stakeholders are both addressed in crisis communication. By designating a single speaker, it ensures that everyone in the crisis is receiving the same information. Two distinct forms of crisis communication are "crisis knowledge management" and "stakeholder reaction management," as described by Coombs. The phases of "crisis knowledge management" are data collection, data analysis, knowledge sharing, and knowledge-based decision making. Stakeholder reaction management is the process of using communication to persuade different stakeholder groups within a business. Only carefully crafted public relations statements can achieve the aforementioned goals.

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**Perspective of Journalists on the Implications of News
Commercialisation on Media Independence in Nigeria**

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Abstract

The role of journalism in stabilising societies, particularly in democracy, has been well studied. Journalists, as members of the fourth estate of the realm, should not be found culpable in the discharge of their duties as the consequences of their carelessness if not checked may engulf a nation. The desire of journalists to remain afloat in this instance requires that they must be ethical, sticking to the tenets and core principles that have positioned the media as an unbiased arbiter in matters of state. Alongside the adherence to the ethical standards of practice is the quest for the social, economic and political independence of the media. However, the high level of the commercialisation of media activities as noticed in recent times presents a challenge to maintain ethical standard. Studies have shown that media houses and journalists in some instances would prioritise contents that are of commercial interest and not necessarily those that would have social impact. Regulatory bodies like the Nigerian Press Council (NPC) and the Nigeria Union of Journalists (NUJ) have made efforts to address these issues, yet the issues remain a concern. Therefore, it is pertinent to answer these questions: To

what extent has this situation affected media independence in Nigeria? How has news commercialisation impacted ethical practice among Nigerian journalists? What are the possible solutions to challenges posed by news commercialisation, particularly in a democratic society like Nigeria? These were the questions which study attempted to answer. This study adopted a qualitative method using the in-depth interview as its instrument. Five media houses were randomly selected while five editors (one from each organisation) were purposively selected using the length of years (15 years and above) as the criteria for selection. The narrative analysis was used for the data interpretation.

Keywords: *Ethical journalism, Media gatekeeping, Media independence, News commercialisation, Transactional journalism.*

Word Count: 298

Introduction

If journalists are expected to report according to the dictates of their conscience, then commercialisation of the news items have become another impediment to media freedom and development. News commercialisation as “a phenomenon whereby the electronic media report as news or news analysis a commercial message by an unidentifiable sponsor, giving the audience the impression that news is fair, objective and socially responsible.” We must say that though this definition seems not to include the newspaper industries, news commercialization do occur there too as scholars have noted¹.

The news items have become commercial products in many media organisations and important developments in the country are pushed aside by unimportant, even trivial news items, concerning urban events and the activities of personalities. Certainly Nigerian media scene has news items that have to be paid for by those who want to be heard and the freedom of the media to gather and report news have been questioned in some

instances. Under this scenario news is no longer about reporting timely occurrences or events, it is now about packaged broadcasts or reports sponsored or paid for by interested parties. By this practical individual, communities, private and public organisations, local governments, state government and ministries gain access to the mass media during news time for a prescribed fee. The message they wish to put across is then couched in the formal features of news and passed on to the unsuspecting public as such.

National Open University of Nigeria describes news commercialisation as “the deliberate presentation of sponsored information to unsuspecting media audience who perceive these information as conventional public interest-oriented news”¹. Against this backdrop news commercialisation could be a packaged, produced and disseminated information by a sponsor who pays a media organisation. It could also be message/information/idea/thoughts paid for by an unidentified sponsor whose idea is trumpeted via a media organisation to a large heterogeneous audience in order to influence or modify their thinking. This act of commercialising news by journalists and media organisations, greatly affects the objectivity and balance of reporting as monetary gifts could pressurise a journalist into doing what the giver wants, and this makes the journalist unable to be objective in his reporting of events and issues involving the people who give such gifts ².

Thus, the news stories produced are likely to be commercial products that have been paid for by the customer, which should serve the need to which the product is expected, in favour of the customer. A study says

“there are many reasons for which media outfits are established; some ideally set up the media to perform social functions of reflecting society and setting agenda for national discourse; others show more interest in generating income; hence, the media are profit oriented. In Nigeria, the latter may be a strong factor, given that media content is considered a commodity for sale, just like other commodities in a capitalist environment”³.

This implies that a journalist who sells his conscience for money with the justification that it is news commercialisation will end up deterring his reportage to suit the buyer of his conscience. He who pays the piper dictates the tune comes to play here. News commercialisation is therefore likened to a wheel while brown envelope journalism is the spoke that enhances the wheel to thrive on.

That is why another study sees brown envelope as the commonest practice in journalism in Nigeria. “It is a situation whereby journalists demand for bribe or other forms of gratification before they cover any event or even publish stories from such events”⁴. The implications of brown envelope cause huge threats to the practice of journalism. The implications range from “loss of public trust and confidence, loss of professional integrity and sense of duty and inability to uphold the six cardinal elements or canons of journalism – truth, fairness, objectivity, accuracy, independence and responsibility.” In a nutshell, this paper’s stand-point on news commercialization is that, news commercialisation is a paid, non-personal form of communication by unidentified sponsors who project their ideas, thoughts, intentions through the mass media such as print, radio, television and the internet⁵. Therefore, for news to be useful, it has to be credible; for it to be trusted, it must measure up to some standard of assessment such as: accuracy (when in doubt leave out), balance (reflect all sides of the story), fairness (impartiality to all parties involved), human angle (people minded), depth (well researched and investigated), presentation (telling the story rightly) and reward (be of social relevance to audience)⁵. Against this backdrop, the study seeks to investigate the perspective of journalists on the implications of news commercialisation on media independence in Nigeria.

Views About News Commercialisation

The proponents of news commercialization argue that it helps to generate income for the media houses, thereby, helping them to work smoothly. Scholars believe it helps to generate income for the individual journalists who otherwise might slump under the weight of the harsh economic

realities⁶. Similar study also believes that it has helped to create cordial working relationships between the media and the media users, especially the political class. All these assertions centre on financial gains and poverty⁷.

Although another study in a different perspective stated that commercialisation of news helps to impose a form of forced taxation on the rich, as those who often pay for the “service” are the well to do in the society thus acting as a form of informal redistribution of income from the rich to the poor. They finally stated that no matter how genuine and plausible these reasons might look, they are unacceptable and dysfunctional⁸. Commercialisation of news violates the ethics and code of conduct of journalists, which states that it is the duty of the journalist to refuse any reward for publishing or suppressing news or comment⁷. News commercialisation has affected information flow tremendously. As the majority of news is paid for, therefore, the news that sees the light of the day has to be induced by somebody or an organisation, while those news items that are genuine and authoritative are dropped because there is no inducement where such news emanates from. News commercialisation makes the news susceptible to abuse by interest groups who can pay their way into the media to project an idea they want people to accept whether it is positive or not⁷.

News commercialisation can lead to news distortion. The person who pays the piper often dictates the tune. Since the media would not like to lose a major customer, they will do all within their reach to satisfy such clients who pay them enough money to have to their views projected. In return, the client may dictate how and what he or she wants out of the news packaging of the media house. They also say that this can extend to dictating to the media what makes news, thereby emasculating opposing views.

Statement of the Problem

News commercialisation has become a major trend in news treatment globally and an issue of ethical concern in the mass media. It is a tactful strategy through which the media relegates its responsibility of surveying

the society – disseminating information on the event and people of social interest aside for financial gains. Therefore the issue of news commercialisation has come to characterise journalism practice in Nigeria. A situation that prompts journalists and media organisations to collect money in order to publish a story. The Nigerian adage “*money for hand back for ground*” comes to play here, therefore, “no money no reporting”. This practice is like a cankerworm eating deep into journalism practice in Nigeria. The good old fairness, objectivity, balance and truth in journalism have been eroded by selfishness, greed and profit making motives by various media houses in Nigeria.

Objectives of the Study

The main objective of this study is to investigate the implications of news commercialisation on media independence in Nigeria. While the specific objectives include to:

- i. ascertaining the perception of journalists on news commercialisation.
- ii. finding the extent to which news commercialisation has negatively affected media independence in Nigeria.
- iii. ascertaining the level of adherence to ethical standards and its effects on news commercialisation in Nigeria.

Theoretical Framework

The study was anchored on Social Responsibility Theory. The theory came as a result of the Libertarian Theory in the middle of the 20th Century. The theory came into limelight because the press abused the freedom given to them, which they enjoyed as a result of the free press. Under every free press objective, flow of information ought to give citizens avenue and opportunity to express themselves well as air their viewpoint. But due to sensationalisation and yellow journalism, this free flow of information was deterred in the libertarian system.

Against this backdrop, Social Responsibility Theory rests on the concept of a free press acting responsibly notwithstanding the privileged position it enjoys under the government. The theory urges media practitioners to ensure representation of all facts and not siding or becoming sensational

in reportage but being balanced and unbiased. This implies that a journalist ought to protect his image by being fair, objective, unbiased, by reporting events/occurrences as they happen without icing or decorating it. By so doing, a journalist is mandated to win the trust of his audience through credible and unbiased reporting. Communication ethics as the basis for conforming to recognised standard; of course, the point of communication ethics is to prevent good men from going bad. Ethics emphasises responsibilities of the media in the packaging of their contents¹⁰.

The theory is relevant to the study because it reprimands and cautions journalists not to disregard their duty to the society; they must not ‘yellow journalise’ stories or use the media to cause chaos in the society but engage in truthful journalism instead of journalism full of deceit, lies and subjectivity.

Methodology

This study adopts a qualitative method using the in-depth interview to collect data. Five media houses were randomly selected while 5 editors (two from each organisation) were purposively selected using the length of years (15 years and above) as the criteria for selection. The narrative analysis was used for data interpretation. The essence of using purposive sampling was because the researchers had some characteristics in mind and such characteristics had to do with on-the-job experience.

Results and Findings

Research Question One: To what extent has news commercialisation affected media independence in Nigeria?

Answers from the Selected Respondents

To a large extent, it impedes objective reporting of organisations and individuals that have commercial relationships with the media.

Research Question Two: How has news commercialisation impacted ethical practice among Nigerian journalists?

Answers from the Selected Respondents

Mixed, on one hand, journalists now give priority and prominence to commercial clients but on the other hand, journalists do not sacrifice truth for commercial consideration.

Research Question Three: What is the level of adherence to ethical standards and its effects on news commercialisation in Nigeria?

Answers from the Selected Respondents

Solution is difficult. Sales and advertising revenue are dwindling especially due to fierce competition from online platforms. Since media organisations must generate income to pay their bills, especially staff salaries, they have to explore new ways of generating income provided such ways are within the confines of the law and ethical standards.

Discussions of Findings

The responses above highlighted postulations from majority of the respondents selected for the study. Hence, several issues were revealed in the course of this study. This is evident from the responses to the research questions by the respondents which formed the gamut on which the study is anchored in. Also from the responses gathered and analysed in relation to the literature reviewed in this study, it could be concluded that news commercialisation greatly affects media credibility.

It is further revealed that majority of the respondents saw news commercialisation as accepting payment for news publication. These findings are in line with those who describes “news commercialisation as a situation whereby journalists demand for bribe or other forms of gratification before they cover any event or even publish”¹².

Unveiling the reasons behind news commercialisation, the study reveals that harsh economic realities, poor remuneration, corruption, greed, untrained journalists and laxity of journalism regulatory bodies to enforce rules and regulations are part of the reasons behind news commercialisation.

Conclusion

So far in this study, it has been seen that news commercialization poses huge threats to Journalism practice. It is a cankerworm eating deep into the fairness and objectivity of reporting. News commercialization is an unethical and unprofessional practice which damages the reputation of both media and journalists in general.

The findings also revealed that news commercialization negates the social responsibility of a journalist and media at large. The media ought to serve the public's interest, not suppress or kill stories for monetary values but uphold integrity, fairness, balance and unbiased form of reporting. Not sensationalizing or coating a story but projecting stories as they appear or occur. But reverse is the case in Nigerian journalism.

Recommendations

In the light of the findings of this study, the following recommendations are suggested as a way forward in dealing with negative consequences of news commercialisation:

1. Media professional bodies should be serious in maintaining ethics in the media industry by sanctioning defaulting journalists to ensure that journalism practitioners adhere strictly to the laid down ethical codes and conducts.
2. The Nigeria Union of Journalists (NUJ) and other media professional bodies should ensure that there is real unionism in the profession by ensuring that journalists' rights are not trampled upon. These bodies should also put in place a mechanism for the negotiation of a better welfare and pay package for journalists.
3. Sound education and professional training of journalists should be provided; this will serve as a good antidote for solving the problem of news commercialization. The acquisition of sound education gives the journalist self-worth, which makes him look beyond unlawful avenues of getting gratifications. Ethically-oriented training and socialization of the journalists will readily expose them to the inherent pitfalls that are associated with the acceptance of bribe and the need to resist the urge.

4. Improved Pay Package For Journalists: It is a common knowledge that a great percentage of journalists fall prey to monetary inducements because they are not paid at all or not well remunerated, even when their job is a daunting and risky one. This makes them susceptible to easy lobby by members of the society. Should media owners increase the pay package of the journalists, starting with the cub reporters, the brown envelope syndrome will be reduced.
5. Media employers should be encouraged to create good working environment that will enable the journalists to function as ethical professionals. To create such working environment, employers should not force newspaper journalists to produce copies that serve their ideologies and prejudices, to 'hype' their copy by spicing it with rumours and innuendoes.

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**Assessment of Adoption of Digitalisation by Selected Public and
Private- Owned Radio Stations in Ogun State**

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Abstract

The research study sought to find out the level of digital migration, some of the challenges to digitalisation and new innovations applied in broadcasting by government and private-owned radio stations in Ogun State. Technological Determinism Theory was adopted to explain the roles of the media and technology and their influence on various societies. The theory was propounded by Marshall McLuhan, a professor of English at the University of Toronto in Canada. Population of the study consisted of personnel of Ogun State Broadcasting Corporation (OGBC) and Splash FM. The mixed method approach of both quantitative and qualitative research designs were employed with the use of content analysis to review secondary materials on the radio stations and one-on-one interviews were used to get information from a set of selected members of staff of the radio stations. The study discovered that the level of digitalisation was higher in private-owned radio station while government-owned radio station has just started adopting digitalisation and this has been slowed down due to majority of the personnel that were not computer literate.

Keywords: *Digitalisation, Public-owned, Private-owned, Radio stations, Adoption, Broadcasting*

Word Count: 201

Introduction

Information is transformed into a digital (i.e., computer-readable) format through the process of digitalisation. The end result is the representation of a discrete group of points or samples, such as an object, image, sound, text, or signal (often an analog signal). Data processing, storage, and transmission are critically dependent on digitalisation since it enables the efficient and seamless exchange of all types of information in all formats. Digital data can be transferred and accessed more readily and, in theory, can be propagated indefinitely without generation loss even if analog data is often more stable, provided it is converted as needed to more stable formats. Because of this, numerous organisations all over the world prefer it as a method of information preservation.

A lot of people could not have predicted “the press” of 2011 before the arrival of the digital revolution — the development of the Internet, the creation of new kinds of media, and the expansion of online social networks. The media industry is currently confronted with an unprecedented spectrum of professional issues, from digital retouching to widespread fraud. Not only because new media are emerging, but also because work is changing in terms of dynamics. The addition of new tools and technologies on a daily basis has led to what sometimes seems to be an excess of options and opportunities that the media and audience are unaware of. Digital technologies have significantly changed the nature and role of media in our society, rewriting long-standing public communication practices and, on occasion, eluding traditional media and upending its privileged position as gatekeepers of news and entertainment¹.

Digital technology has significantly impacted journalism in a variety of ways, including how news organisations are organised and run as well as

how reporters obtain information and present news stories. Digital technologies have quickly spread throughout society, bringing new communication formats and opportunities like multimedia, hypertext etcetra.

Most often, the term “digital transformation” refers to a shift in the scope and direction of digital government; as practitioners work to put into practice a comprehensive strategy for digital government that goes beyond the simple digitalisation of currently offline procedures. It is becoming more and more important to look beyond the improvements of currently accessible technologies. An analysis of the existing e-government literature conducted recently reveals that emphasising the use of technology in public administration and e-government, as well as looking at entire systems and incremental change in terms of “objective knowledge” or indicators, helps to define e-government

Additionally, the necessity for new technology to stay competitive in the Internet age is often linked to digital transformation; where both online and offline deliveries of goods and services are made. The standardisation of online services is thought to increase their customisability and automation². Others described digital transformation as a technique for employing new technology to restructure corporate models in accordance with client needs³.

The convergence platform for various forms of media communication, information machines, and equipment, such as radio, television, computers, satellites, fiber optic cables, phones, facsimile machines, etc., has been information communication technology. Because of this, the development, use, and use of information communication technology in media practice today make global action more efficient, quicker, and error-free⁴.

Statement of Problem

It is crucial to take into account the extent to which digitalisation tools are accessible for radio and television broadcast, as well as their influence

and effectiveness in creating, disseminating, storing, and managing information for the diverse audience in Nigeria, given that information communication technology (ICT) and digitalisation tools and resources are used to communicate, create, disseminate, store, and manage information.

The pace of media development in Nigeria since it jumped on the global digitalisation bandwagon has not exactly been stunning. In summary, it is critical to evaluate how Nigerian media, in particular radio and television, utilise the potential of digitalisation as tools to efficiently package and disseminate content. Therefore, this study examined how radio broadcast has changed as a result of digitalisation, focusing on the area of programmes and content development and dissemination.

Objectives of the Study

1. Find out if the radio stations have adopted digital technology in programmes and content production.
2. Find out the challenges to digitalisation encountered by the radio stations.
3. Find out new innovations applied by the radio stations in broadcasting.
4. Identify the effects of digitalisation on programmes and contents.

Literature Review

In the broadcast sector, the introduction of digital broadcasting to Africa was viewed as a positive development. This is because broadcasting in Africa faces a number of difficulties, with the problems associated to the analog system of broadcasting being one of them. The analogue system dominated broadcasting in Africa prior to the calls for a change in the status quo made by various segments of the broadcast industry.

Many countries of the world have recognised the huge benefit which digital broadcasting offers and are making effort to shift from analog to digital broadcasting. Since the late 1980s, it has become increasingly clear that emerging digital nature of broadcasting can offer not just a new way of communication but a whole new societal paradigm. ⁶With the advent of

digital broadcasting, opportunity has been opened up to allow better productivity in the use of a country's electromagnetic spectrum, creating rooms to free up spectrum for other purposes such as wireless and public safety uses. The process of moving analog services to digital platforms and then turning off the analog services is known as analog to digital migration. Both radio and television transmission can migrate from analog to digital⁵.

Although there are many timetables for the switch to digital broadcasting around the world, Africa appears to be the last on the list. According to a 2006 agreement mediated by the International Telecommunication Union, the United Nations organisation that distributes radio spectrum and satellite orbits, all nations, with the exception of a few territories, are expected to complete the migration from analog to digital television broadcasting by June 17, 2015. In order to give themselves more time before the global switchover, many nations have established earlier target deadlines. The United States of America set June 12th, 2009 as the deadline for national digital broadcasting commerce. The 2005 Deficit Reduction Act, passed by the US Congress, supported this.

The main goal of digital broadcasting is to promote the delivery of broadcast content of higher quality. Because of the requirements for digital broadcasting, the cost of transmission in terms of bandwidth and spectrum will be restricted as channels might share a single bandwidth, as opposed to one channel using more bandwidth in the old analog method¹⁰. Thus, this makes room for additional bandwidth-intensive applications that might advance the socio-cultural and socio-economic technological advancement of the continent as a whole.

Additionally, the introduction of this significant advancement in mass communication aims to make place for the deployment of mobile versions of radio and television stations. This will enable mobile device users to stay in touch with their loved stations even while moving, without the typical signal fading or dropouts that are associated with analogue spectrum. The message will reach more people and last longer than before.

The authenticity of the message is not the only benefit of this change in the broadcasting sector; the digital broadcast standard is higher than analog because of its uncountable accuracy, inventiveness, competence, and interoperability with other electronic media⁵.

Digitalisation and the Nigerian Media Environment

From its beginning in Nigeria in 1933 with the Radio Diffusion Service and continuing through the founding of Western Nigerian Television (WNTV) in October 1959 until the year 2016, broadcasting was primarily concerned with transmitting sound or video streams over the airwaves or cables using analogue signals. After the International Telecommunications Union (ITU) conferences in Senegal in 2004 and Geneva in 2006, many African nations, including Nigeria, were given a further five years until 2020 to implement this change. The following was the basis for the Geneva Accord:

- i. expanding the reach of digital television broadcasting.
- ii. to make sure that there is enough bandwidth for wireless broadband services.
- iii. to improve the quality of the sound and images, particularly for high definition (HD) television.
- iv. to make more channels available (additional media content).
- v. to allow for unrestricted digital radio transmission.

Digitalisation and Broadcasting

As a concept, digitisation of broadcasting is always explained using the term ‘switch-off’. It is seen as putting an end to terrestrial broadcasting using the analog system, a movement to digital broadcasting involving satellite and DSL (digital subscriber lines), cable, and terrestrial. It is a mechanism in operation in the media sector, in which messages in forms of sound, text, voice or image are processed, converted and synchronised into ‘digital binary language for computer use’. It also covers such gadgets as ‘computer, telecommunication, audio and visual and consumer electrical and electronic gadgets.’ Digitalisation is not new but a modulation or evolution of technology⁶. In addition to being sluggish and awkward, the analogue age of broadcasting had a small audience and poor visual quality

and access to the Internet was unavailable. Broadcasting and mass communication have been redefined by technological advancement as a worldwide phenomenon⁶. Science and technological advancements have boosted broadcasting's speed, transmission range, dispersion, and flexibility⁷.

Theoretical Framework

Technological Determinism Theory

The creator of this theory, Marshall McLuhan, was a professor of English at the University of Toronto in Canada and is regarded as one of the most famous intellectuals of the second half of the Twentieth Century⁸. The technological determinism theory is one of the modern theories that emerged from the role of the media and the nature of its influence on various societies. Significant technical advancements have a significant influence on society. A fundamental shift in communication technology has led to a significant shift in both social organisation and human sensibilities⁸. The information transmitted through these channels shapes the social structure, there are four stages of development: the fully oral stage, the pre-learning stage, the tribal stage, and the stage of written copies, which came in ancient Greece after Homer and persisted for two thousand years. The printing era lasted from roughly 1500 to 1900. The time period covered by electronic media is roughly from 1900 to the present.

The message and the media are related in McLuhan's idea. While some media researchers believe that the medium determines the effectiveness of communication and its impact, McLuhan believes that the medium is the message, demonstrating that the media's content cannot be viewed independently of the media's technologies as topics and the general public affect communication. According to what these measures indicate, the communication's content is most significant, followed by the type of media a person uses.

Methodology

The both quantitative research design was used in the study. Because the study combined a descriptive survey with one-on-one interviews to collect data from a group of carefully chosen radio station employees. The participants in this study were employees of the public-owned Ogun State Broadcasting Corporation (OGBC) and the privately-owned Splash F.M radio stations, both of which are located in Ogun State, the Southwest of Nigeria. One-on-one interviews with a few management personnel from the two radio stations were also done. Purposive sampling, a non-random sampling strategy utilised by the researcher, enables the researcher to quickly get data by selecting target specific samples of people working in radio organisations who are knowledgeable about the day-to-day operations of the stations. Interviews served as the research's data collection method. To elicit pertinent responses from the selected radio station management members, some questions were formulated. The results were presented in clear, plain English that was easy to understand.

Results and Findings

Splash 106.7 FM

The same company that owns Splash F.M. Ibadan and Lagelu F.M. in Ibadan, West Midlands Communication Limited, also owns Splash F.M. Abeokuta. Test operations at Splash F.M., Abeokuta began in December 2020, and full commercial broadcasting began in March, 2020.

Chief Adebayo Akande, MFR, the Ekarun of Olubadan, is the CEO of West Midlands Communication. Because to the peculiarities of Abeokuta, 60% of the station's programming was in Yoruba, compared to 40% of its English-language programming. The station had roughly thirty-five employees, with a very small number of independent contractors.

The station's goal is to set the standard for quality broadcasting in all areas, including entertainment programming, local news, international news, African news, business news, sports, and events. A radio station's usual departments, such as administrative, financial and accounting, news and current affairs, programming, and marketing, are joined by new departments developed in response to the digitalisation of the industry,

such as Traffic and Accounts department, ICT department and Social Media department.

The radio station has gone paperless and mainly relies on the Internet for the transfer of documents, programmes, and even advertisements as a result of the digitalization process. Additionally, radio broadcasts are becoming more international, and this is reflected in the news and current affairs material. The station's digital transmitter includes a tracker, a modulator, and other essential equipment.

Radio and online streaming: Splash FM Abeokuta is entirely online, and all of its activities and initiatives are shared online through the use of various social media platforms like Facebook, WhatsApp, and Instagram. Additionally, the station provides a downloadable application that allows listeners to access the broadcast from anywhere, regardless of location or distance.

Challenges of Digitalisation

1. There is inadequate staff, particularly in the newly created ICT and Social Media department where a large staffing is required.
2. Because everything they do on a daily basis depends on the availability of the internet, internet connectivity and maintenance are very expensive to the point where it is necessary to have backup internet.
3. Lack of funding.
4. Less local market patronage as a result of Lagos' proximity to the state.
5. Abeokuta does not have a monthly rating, which has an impact on the station's ability to expand economically.
6. Power source: due to erratic electrical power supply, the station may run on generator for days at a time, and the diesel needed to power the generator is quite expensive.
7. Instant feedback is increasingly more prevalent on social media platforms, and the station is receiving it at an extremely rapid and unmanageable rate.

Ogun State Broadcasting Corporation (OGBC) 90.2 FM

The late Chief Bisi Onabanjo, the state's first civilian governor, founded the Ogun State Broadcasting Corporation (OGBC) more than 40 years ago. The station originally broadcasts in the morning, but after a few years—roughly in the year 2010—a new channel for the evening was established. Only the FM station is operational at the moment. The substance of the station's programs is primarily in English, with only 30 percent of the programs being in Yoruba. The station has a staff strength of about 120 beside freelancers. Only the ICT department, which will manage connection and social media platforms, is a new addition to the station's conventional departments.

The station is currently transitioning to a paperless era, as seen by the fact that most of the station's main adverts are still produced using paper and documents, and that the news and current affairs department still uses paper to write bulletins. The station's analog, very old transmitter means that it lacks a modulator, which can aid increase sound and audio clarity. However, the station created a tracking and recording device on the fly to keep track of all programs broadcast.

Internet Radio and Streaming: OGBC Abeokuta's programs and activities are not entirely online, only a small number of staff who have private accounts utilize Facebook as a social media platform for the station. Additionally, there isn't a station application that can be downloaded to listen to the station wherever you are.

Challenges of Digitalisation

1. The majority of their engineers are technicians with inadequate computer and digitalization experience.
2. When station equipment and gadgets need to be purchased, the station's technicians inflate the money.
3. The majority of their employees are elderly and one's who are computer literate despite decades of broadcasting expertise.

4. Due to the fact that it is a government-owned radio station, spending a lot of money on a radio station is not one of the government's top priorities.
5. The station's shift to digitalization is delayed by a lack of staff members who are proficient in computers.
6. Because the station's management is made up of older generations who are not computer literate, there is no guidance or encouragement from them about the station's digitalization.

Summary of Findings

According to the finding of this study, Splash FM in Abeokuta, a privately-owned radio station, has a higher level of digital migration than OGBC, a government-owned radio station. Splash FM has eliminated the use of paper and CDs in its operations, whereas OGBC still heavily relies on the use of paper, CDs, and other materials. Moreover, OGBC has not attained the level of Splash's online programming creation and distribution FM. Funding, inadequate computer literacy among employees, a high reliance on the internet and connectivity, unstable power sources and a high reliance on expensive alternative power sources were some of the difficulties that both radio stations faced as a result of digitalisation. Other difficulties included computer-illiterate management or leadership of radio stations.

The creation of new departments, such as Social Media and Information Technology departments, as well as the use of sophisticated equipments, such as computerised consoles with screens, bluetooth and other accessories that help with the smooth transmission of sounds and programmes, are just a few of the innovations that radio stations have adopted and put into practice, a modulator that enhances the audio quality and sound, Presonus, which improves online audio and video and may also be used to broadcast online radio, ComRex: an apparatus for broadcasting outside. In comparison to OB Vans, it employs internet connectivity and is less expensive and simpler to use. plus numerous additional tools and inventions.

Conclusion

According to the survey, private radio stations had a higher level of digitalisation and adoption than government-owned radio stations, which had only recently begun adopting it and had slowed down because the bulk of the staff were not computer savvy. Additionally, having enough resources and staff is crucial for broadcasting stations to adopt digitalization.

Recommendations

For radio stations to operate at their best, continuous funding and upgrades are necessary because they are capital-intensive, long-term expenditures. Additionally, radio station staff members should receive training on new breakthroughs and technologies. In order to expose the staff to fresh perspectives and technological advancements, they should be encouraged to visit other stations.

More research on radio and digital migration is needed, particularly in the field of radio as a visual and aural medium of communication.

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**Assessment of Covid-19 Social Distancing Protocols on
Academic Performance of Students of Abraham Adesanya
Polytechnic and Olabisi Onabanjo University, Ogun State**

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Abstract

This study assessed social distancing protocols of COVID-19 on academic performance of students of Abraham Adesanya Polytechnic and Olabisi Onabanjo University, Ogun State. The study was anchored on Social Learning and Behavioural Learning theories. The research adopted the convenience sampling technique to gather information from three hundred and seventy-eight respondents using a self-designed questionnaire without items. The findings of the study showed that COVID-19 social distancing protocols had both negative and positive effect on the academic performance of students of Abraham Adesanya Polytechnic and Olabisi Onabanjo University. The study, therefore, recommended that educational institutions should not be deterred from carrying out their primary aim of imparting knowledge to students by harnessing every opportunity available during the emergence of pandemic.

Keywords: *Academic performance, Assessment, COVID-19, Protocol, Social Distancing,*

Word Count: 153

Introduction

COVID-19, also known as Severe Acute Respiratory Syndrome Coronavirus 2 (SARS-CoV-2), has caused a dramatic damage all around the world and the academia is also affected from the pandemic. Following the detection of four thousand deaths, Covid-19, the novel coronavirus, was declared a pandemic by the World Health Organization on March 11, 2020¹. In not less than two weeks after the pandemic was discovered, governments around the world struck a balance between preventing unemployment and poverty levels, that can be considered dangerous by the virus, and maintaining their economies. On one hand, they had to take different measures to prevent collective deaths and on the other, preventing the collapse of health systems².

Some measures taken included closure of schools and workplaces, prevention of face-to-face meetings, imposition of curfews, calls to stay at home, quarantine practices, social distancing rules and travel restrictions³. International, regional and local travel restrictions directly affected the tourism industry and its components (transport, travel, accommodation, catering, entertainment, etc.) that contribute to the national economy. The rapid decline in international air travel due to the crisis, closing the borders of many countries and quarantine practices resulted in a decrease in international and national tourism activities.

There are researches that examine the impact of COVID-19 crisis on the tourism industry. Gössling, Scott, and Hall (2020) compared the impact of COVID-19 with ones of previous disasters and other types of global crises and investigated how the pandemic changed society, economy and tourism³. After the crisis ended, they made suggestions to the tourism industry, governments and researchers to transform global tourism from traditional tourism into sustainable tourism⁴.

It is, therefore, on the above premises that this study assessed the impact of COVID-19 social distancing protocols on academic performance of students of Abraham Adesanya Polytechnic, Ijebu Igbo, and Olabisi Onabanjo University, Ago Iwoye in Ogun State.

Research Objectives

- i. To identify the level of prominence given to COVID-19 social distancing protocol among students of Abraham Adesanya Polytechnic and Olabisi Onabanjo University, Ogun State.
- ii. To find out the effect of COVID – 19 social distancing protocols on the academic performance of the students of Abraham Adesanya Polytechnic and Olabisi Onabanjo University, Ogun State.

Research Questions

- i. What is the level of prominence given to COVID-19 social distancing protocol among students of Abraham Adesanya Polytechnic and Olabisi Onabanjo University, Ogun State?
- ii. What effect does COVID-19 social distancing protocols have on the academic performance of the students of Abraham Adesanya Polytechnic and Olabisi Onabanjo University, Ogun State?

Conceptual Review

As the world becomes increasingly interconnected, so do the risks we face. The COVID-19 pandemic has not stopped at national borders. It has affected people, regardless of nationality, level of education, income or gender. But the same has not been true for its consequences, which have hit the most vulnerable hardest⁵.

Education is no exception. Students from privileged backgrounds, supported by their parents and eager and able to learn, could find their way past closed school doors to alternative learning opportunities. Those from disadvantaged backgrounds often remained shut out when their schools are closed. This crisis has exposed the many inadequacies and inequalities in our education or system from access to the broadband and computers needed for online education, and the supportive environments needed to focus on learning, up to the misalignment between resources and needs.

On January 30, 2020, the World Health Organisation (WHO) announced that the COVID-19 outbreak had constituted a public health emergency of international concern⁶. The novel coronavirus was initially named 2019-nCoV and officially as Severe Acute Respiratory Syndrome Coronavirus 2 (SARS-CoV-2). As of February 26, COVID-19 had been recognised in 34 countries, with a total of 80,239 laboratory-confirmed cases and 2,700 deaths¹.

According to recent research, similar to SARS-CoV and Middle East respiratory syndrome coronavirus (MERS-CoV), SARS-CoV-2 is zootoxic, with Chinese horseshoe bats (*Rhinolophus sinicus*) being the most probable origin⁷. Also, The Chinese Preventive Medicine Association (2020) opined that pangolins were the most likely intermediate hosts of the virus.

Most patients with COVID-19 represent relatively serene cases. According to recent studies and relevant data from the National Health Commission of China (2020), the proportion of severe cases among all patients with COVID-19 in China was around 15% to 25%. The majority of patients experienced fever and dry cough, while some also had shortness of breath, fatigue, and other atypical symptoms, such as muscle pain, confusion, headache, sore throat, diarrhoea, and vomiting. Among patients who underwent chest computed tomography (CT), most showed bilateral pneumonia, with ground-glass opacity and bilateral patchy shadows being the most common patterns⁸. Among hospitalised patients in Wuhan, around one-fourth to one-third developed serious complications, such as acute respiratory distress syndrome, arrhythmia, and shock, and were therefore transferred to the intensive care unit⁸. In general, older age and the existence of underlying co-morbidities (e.g., diabetes, hypertension, and cardiovascular disease) were associated with poorer prognosis⁹.

The diagnosis of COVID-19 can be based on a combination of epidemiologic information (e.g., a history of travel to or residence in an affected region 14 days prior to symptom onset), clinical symptoms, CT

imaging findings, and laboratory tests (e.g., reverse transcriptase-polymerase chain reaction [RT-PCR] tests on respiratory tract specimens) according to standards of either the WHO (2020) or the National Health Commission of China (2020). It should be mentioned that a single negative RT-PCR test result from suspected patients does not exclude infection. Clinically, we should be alert of patients with an epidemiologic history, COVID-19–related symptoms, and/or positive CT imaging results. So far, there has been no evidence from randomised controlled trials to recommend any specific anti-nCoV treatment, so the management of COVID-19 has been largely supportive¹. Currently, the approach to COVID-19 is to control the source of infection; use infection prevention and control measures to lower the risk of transmission; and provide early diagnosis, isolation, and supportive care for affected patients. A series of clinical trials are being carried out to investigate interventions that are potentially more effective (e.g., lopinavir, remdesivir; Del Rio and Malani 2020). The epidemics of coronavirus disease 2019 (COVID- 19) started from Wuhan, China, in December 2019 and have become a major challenging public health problem for not only China but also countries around the world (Phelan et al., 2020).

Academic Performance

Academic instruction is arguably the primary business of education. To this end, schools are expected to influence students' learning, socialisation, and even vocational preparedness. Despite the attention paid to a broad definition of educational outcomes, however, academic performance remains central. Students' academic performance is a term that appears frequently in higher education discourse. Academic performance is a multidimensional construct composed of the skills, attitudes, and behaviours of a learner that contribute to academic success in the classroom¹⁰. It is a satisfactory and superior level of performance of students as they progress through and complete their school experience¹¹. The implication of this definition is underscored by research which repeatedly demonstrates that the vast majority of students who withdraw from school do so for no reason other than poor academic performance^{12, 11}. Although the importance of academic achievement is rarely questioned, reaching

unanimity regarding its measurement has been elusive. The measurement of students' academic performance continues to be a controversial topic among policymakers, measurement experts, and educators^{12, 13}. Researchers have used a variety of ways to measure academic achievement such as report card grades, grade point averages, standardized test scores, teacher ratings, other cognitive test scores, grade retention, and dropout rates¹⁴. However, for the purposes of this study, student academic performance is defined by the degree to which a student is able to accomplish a given class work in the school setting.

Theoretical Framework

This paper is premised on Social Learning theory and Behaviourism Learning theory. The Social Learning theory proposes that new behaviours can be acquired by observing and imitating others¹⁵. It states that learning is a cognitive process that takes place in a social context and can occur purely through observation or direct instruction, even in the absence of motor reproduction or direct reinforcement¹⁶. In addition to the observation of behaviour, learning also occurs through the observation of rewards and punishments, a process known as vicarious reinforcement. When a particular behaviour is rewarded regularly, it will most likely persist; conversely, if a particular behaviour is constantly punished, it will most likely desist. The theory expands on traditional behavioural theories, in which behaviour is governed solely by reinforcements, by placing emphasis on the important roles of various internal processes in the learning individual¹⁵. In relation to this study, it is understood that students of both Abraham Adesanya Polytechnic and Olabisi Onabanjo University can adapt to the COVID-19 social distancing protocol on the basis of observing and imitating some of the staff members and other students of the institution who have already cultivated the habit of laid down protocols of social distancing to prevent the wide spread of COVID – 19 among the students.

The second theory, which is Behavioural learning theory, is key in understanding how to motivate and help students. Information is transferred from teachers to learners from a response to the right stimulus. Students

are passive participants in behavioural learning where teachers are giving them the information as an element of stimulus-response. Teachers use behaviourism to show students how they should react and respond to certain stimuli. This needs to be done in a repetitive way, to regularly remind students what behaviour a teacher is looking for.

Methodology

The survey research design was adopted for this study. This study was carried out among students of Abraham Adesanya Polytechnic, Ijebu Igbo and Olabisi Onabanjo University, Ago Iwoye, Ogun State. The total population of the study was 20,234 students in Abraham Adesanya Polytechnic, Ijebu Igbo (6,248) and Olabisi Onabanjo University, Ago Iwoye (13,986), Ogun State. The sample size was determined to be three hundred and seventy-five (375) using the Survey Monkey Sample Size Calculator (Online) from the entire population with 95% Confidence Level and 5% Margin of Error. Therefore, three hundred and seventy-five (375) copies of questionnaire were distributed. Secondary data for this study was retrieved from both online and offline sources while primary data was gathered from the students of Abraham Adesanya Polytechnic, Ijebu Igbo and Olabisi Onabanjo University, Ago Iwoye, Ogun State through the internet. This means that the researcher used forms.google.com to create the questionnaire items and got it distributed among the students of Abraham Adesanya Polytechnic, Ijebu Igbo, and Olabisi Onabanjo University, Ago Iwoye, Ogun State.

Result of Findings

Table 1: Frequency distribution of respondents by gender

Response	Frequency	Percentages
Male	126	33%
Female	252	67 %
Total	378	100%

Source: Researchers' field work (2022).

Table 1 shows that females were 252 (67%) while 126 (33%) of the respondents were males .

Table 2: Frequency distribution of respondents by Institution

Response	Frequency	Percentages
AAPOLY	206	54.4%
OOU	172	45.6 %
Total	378	100%

Source: Researchers' field work (2022).

Table 2 shows that 206 (54.4%) of the respondents were students of Abraham Adesanya Polytechnic, and 172 (45.6%) of the respondents were students of Olabisi Onabanjo University.

Table 3: Frequency distribution of respondents by level of prominence given to COVID-19 social distancing protocol

Response	Frequency	Percentages
Higher Extent	206	54.4%
Lower Extent	172	45.6 %
Total	378	100%

Source: Researchers' field work (2022).

Table 3 shows that 206 (54.4%) of the respondents agreed that, COVID-19 social distancing protocols were given a higher level of prominence among the students of Abraham Adesanya Polytechnic and Olabisi Onabanjo University were 172 (45.6%) of the respondents agreed that, COVID-19 social distancing protocols were given a lower level of prominence among the students of Abraham Adesanya Polytechnic and Olabisi Onabanjo University.

Table 4: Frequency distribution of respondents of the effect of COVID-19 social distancing protocols on the academic performance of the students of Abraham Adesanya Polytechnic and Olabisi Onabanjo University.

Key Response	Frequency	Percentages
Decrease in Examination Malpractice during exam	225	60%
Increase in Mass failure of students during exam	153	40 %
Total	378	100%

Source: Researchers' field work (2022).

Table 4 shows that 225 (60%) of the respondents opined that the major effect of COVID-19 social distancing protocols on academic performance of students of Abraham Adesanya Polytechnic and Olabisi Onabanjo University was the reduction in the rate of examination malpractice during examination and 153 (40%) of the respondents opined that the major effect of COVID-19 social distancing protocols on academic performance of students of Abraham Adesanya Polytechnic and Olabisi Onabanjo University is the increase in mass failure of students during examination.

Discussion of Findings

The primary purpose of this study was to find out the effect of social distancing protocol on academic performance of students of Abraham Adesanya Polytechnic and Olabisi Onabanjo University. To achieve this, the study primarily found out the level of prominence among the students

of Abraham Adesanya Polytechnic and Olabisi Onabanjo University. The study found out that 206 (54.4%) of the respondents agreed that COVID-19 social distancing protocols are given a higher level of prominence among the students of Abraham Adesanya Polytechnic and Olabisi Onabanjo University and 172 (45.6%) of the respondents agreed that COVID-19 social distancing protocols are given a lower level of prominence among the students of Abraham Adesanya Polytechnic and Olabisi Onabanjo University. It was realised that, majority of the respondents agreed that social distancing protocol was given high level of prominence among the students of Abraham Adesanya Polytechnic and Olabisi Onabanjo University. This agrees with the Social Learning theory which states that learning is a cognitive process that takes place in a social context and can occur purely through observation or direct instruction, even in the absence of motor reproduction or direct reinforcement.

The study found that 225 (60%) of the respondents said, the major effect of COVID-19 social distancing protocols on academic performance of students of Abraham Adesanya Polytechnic and Olabisi Onabanjo University was the decrease in the rate of examination malpractice during examination and 153 (40%) of the respondents said the major effect of COVID-19 social distancing protocols on academic performance of students of Abraham Adesanya Polytechnic and Olabisi Onabanjo University was the increase in mass failure of students during examination. The study found that with the high level of prominence given to COVID-19 social distancing protocols by the students of Abraham Adesanya Polytechnic and Olabisi Onabanjo University, one of the effects was the way it has reduced the way some students engage in examination malpractices in the examination halls. Some of them opined that the sitting arrangement that comply with social distancing protocol only gives room for two students on a seat that was supposed to be for at most four students.

Conclusion

COVID-19 social distancing protocol had both negative and positive effect on the academic performance of students of Abraham Adesanya Polytechnic and Olabisi Onabanjo University, Ogun State. The pandemic has also served as a platform to improve the reading habit of students to prepare them ahead of any examination.

Recommendations

Educational institutions should be encouraged to continuously observe their primary aim of imparting knowledge to students by harnessing every opportunity of technologies in communication and information dissemination available during pandemic in making sure that academic activities continue. Also, the effect of pandemic on academic activities of educational institutions should not be seen as a big challenge but rather as an attempt to harness other options at increasing quality assurance among institutions and their students. Therefore, school management should adopt the use of relevant teaching technologies so as to avoid a break in academic activities.

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**Nexus Between Public Relations Tools and Implementation of
Sustainable Development Goal 4 in Nigeria**

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Abstract

This study examined the nexus between public relations tools and the implementation of sustainable development Goal 4 in Nigeria. The study made use of research questionnaire and interview guide. A total number of 120 secondary school administrators from Ibadan Metropolis were randomly selected for the administration of the questionnaire. For the interview session, five (5) public relation consultants were interviewed. The result showed that majority of the respondents agreed and strongly agree respectively that lack of funding ($x = 1.53$, $SD = 1.27$), shortage of PR practitioners ($x = 1.88$, $SD = 1.83$) and acceptance problem ($x = 1.49$, $SD = 0.96$) were major constraints of PR tools in the implementation of the Sustainable Development Goal 4 on education. The result of hypothesis one showed a positive significant relationship between PR tools and implementation of SDG 4 ($r = .527$, $p < .05$). The result of the second hypothesis shows that PR tools (press release, radio jingles, documentary films, seminar, workshop and television) jointly significantly influenced implementation of SDG Goal 4 [$R^2 = .331$; $F(6,119) = 9.307$; $p < .05$] accounting for about 33.1% of the variance observable in implementation of SDG 4. Furthermore, the

result of the coefficients of multiple determination for the model shows that the independent contribution of press releases, radio jingles, seminar and workshop were statistically significant (($b = .021$; $t = .275$; $p < .000$), ($b = .240$; $t = 3.086$; $p < .000$), ($b = .337$; $t = 3.067$; $p < .000$) and ($b = .036$; $t = .458$; $p < .000$) while documentary films and television were not statistically significant. It was recommended that professional PR practitioners should be engaged in the implementation of Sustainable Development Goals 4 on education.

Keywords: *Public relations, Schools, Sustainable Development Goals, Public relations tools and education*

Word Count: 278

Introduction

One of the major goals of the Sustainable Development Goals is the need for quality education. As most of the Millennium Development Goals (MDGs) were not achieved in the world's poorest countries, the Sustainable Development Goals (SDGs) were adopted as a post-2015 development agenda. However, in order to create awareness and drive implementation of this goal, Public Relations (PR) tools are needed. Over the years, public relations strategies have been very important communication tools in the society. Businesses all over the world have been using such public relations tools such as publicity, sponsorship, event management as well as image and identity building to promote their products and services¹. Setting goals, targets and financing are not enough to achieve desired results and expected outcome. The international community, through the United Nations in collaboration with the Heads of States and Governments of the one-hundred and ninety-three (193) member nations, launched the Sustainable Development Goals (SDGs) as a new development agenda. This agenda, also known as Agenda 2030, was framed into seventeen (17) goals, one-hundred and sixty-nine (169) targets and two-hundred and thirty (230) indicators. These goals are conceptualised and prioritised in the development agenda in hierarchical order of ending poverty; eradicating hunger; ensuring good health and

well-being of the people; ensuring quality education for all; achieving gender equality; ensuring provision of clean water and sanitation; ensuring affordable modern energy for all; promoting decent work and economic growth; creating industry innovation and infrastructure; reducing inequalities both within and among countries; achieving sustainable cities and communities; ensuring sustainable consumption and production pattern; controlling adverse climate action; sustaining life below water; protecting life on land, promoting peace, justice and strong institutions and lastly, strengthening global partnership².

The concept of sustainability means a capacity to maintain some entity, outcome or process over time. The concept of sustainability connotes improving and sustaining a healthy economic, ecological and social system for human development⁶. Sustainability is a dynamic equilibrium in the process of interaction between the population and the carrying capacity of its environment such that the population develops to express its full potential without producing irreversible adverse effects on the carrying capacity of the environment upon which it depends⁷. Sustainable development refers to the development agenda that can be initiated and maintained by either government or non- government organisations which aimed at meeting the pressing needs of the present generation without having any detrimental effect on the incoming generations.

Goal 4 of the Sustainable Development centers on quality education. This is based on the position education occupies in achieving a thriving future for all. The aim of goal 4 - Sustainable Development Agenda is to ensure inclusive and equitable quality education that promotes lifelong learning opportunities for all people, irrespective of sex, age, race, ethnicity, vulnerable and people with disabilities or migrants³. The goal caters for education at all levels - primary, secondary, tertiary, technical and vocational training and also from early childhood to adulthood.

Managing education for sustainable development has recently been linked to UNESCO's key educational objectives. There are seven (7) targets the goal focuses on which must be achieved on or before the year 2030 according to United Nations. These are enumerated below:

1. Ensuring that all girls and boys complete free, equitable and quality primary and secondary education leading to relevant and effective learning outcomes.
2. Ensuring that all girls and boys have access to quality early childhood development, care and pre-primary education so that they are ready for primary education
3. Ensuring equal access for all women and men to affordable and quality technical, vocational and tertiary education, including University;
4. Substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship
5. Eliminating gender disparities in education and ensuring equal access to all levels of education, vocational training for children in vulnerable situation and people with disabilities;
6. Ensuring that all youth and a substantial proportion of adults, both men and women, achieve literacy and numeracy;
7. Ensuring that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity.

For successful implementation of the SDG 4 on education, effective public relations (PR) strategies are necessary. Public relations concerns the total communication of all organizations. In a time when information is being regarded as power, it is important that communication channels and PR practices are updated to meet both routine and critical needs of organizations⁴. Public relations is “essentially about positively and systematically using actions and communications to influence people’s

attitudes, opinions, belief, interest and behaviour in a given or desired direction e.g. Adopting good environmental behaviours as well as building lasting credibility and reputation for individuals and corporate entities like profit or non-profit organisations and even nations, states, local government or communities⁵". Public relations analyses trends and predicts their consequences; it counsels organisation's leaders.

Statement of the Problem

The falling standard of education in the nation is becoming so high, especially in secondary schools. The poor academic performance by majority of the students in various subject areas is basically linked to the ineffective teaching schemes, shortage of teachers, non-availability of teachers to impart knowledge to learners, lack of quality teaching facilities, infrastructural decay, low budget on education, poor remuneration of teachers etc. The introduction of SDG goal 4 intends to improve the quality of education particularly in developing countries with Nigeria inclusive.

However, there is need to communicate the clear goals of the SDG 4 to the public. The field of public relations is all about developing, understanding and building good relationship with various public groups including, government, institutions, media, employees, investors, suppliers, retailers and customers etc. because educational institutions cannot do without public relations. SDGs need to be simplified and interpreted in a clear and understandable language using PR tools and strategies. With the application of effective PR tools, implementation of SDG 4 can be actualised and well communicated to the general public both old and young. Using PR tools, the benefit and advantages of implementing SDG 4 can be adequately spelt out in a simplified form. Therefore, this paper examined the nexus between public relations tools and the implementation of Sustainable Development Goal 4 in Nigeria.

Research Objectives

The primary aim of the study is to examine the nexus between public relations tools and the implementation of Sustainable Development Goal 4 in Nigeria. The specific objectives are as follows:

- i. Examine PR tools relevant to implementing Sustainable Development Goal on Education.
- ii. In what ways can PR tools promote implementation of SDG 4?

Research Questions

The following research questions were answered in this study:

- i. What are the PR tools relevant to implementing Sustainable Development Goal on Education?
- ii. In what ways can PR tools promote implementation of SDG 4?

Hypotheses

The following hypotheses were tested in this study:

H01: There is no significant relationship between public relations tools and the implementation of Sustainable Development Goal 4

H02: There is no significant influence of public relations tools on the implementation of Sustainable Development Goal 4

Literature Review Public Relations

Public relations is the management process whose goal is to attain and maintain accord and positive behaviours among social groupings on which an organisation depends to achieve its mission⁸. Its fundamental responsibility is to build and maintain a hospitable environment for an organization. Public relations (PR) is the way organisations, companies and individuals communicate with the public and media⁹. A PR specialist communicates with the target audience directly or indirectly through media with an aim to create and maintain a positive image and create a strong relationship with the audience. Examples include press releases, newsletters, public appearances, etc. as well as utilization of the world wide web. A PR specialist or firm helps them both create and maintain a

good reputation among the media and the customers by communicating on their behalf and presenting their products, services and the overall operation in the best light possible. A positive public image helps create a strong relationship with the customers which in turn increases the sales.

Specific Roles of Public Relations in SDG 4

1. Creating Awareness

PR has awareness creation as one of its basic functions. Awareness about Sustainable Development Goals on Education can be created. SDG 4 is all about all inclusive education and many parents and children are in the dark about this SDG. Hence, there is need to move from level of ignorance to the level of knowledge.

2. Promoting the advantages of SDG 4

People tend to resist change most especially because they do not know where it will lead them and the benefits. PR can handle this problem. As experts in the use of the media, the use of media channels such as television, radio jingles, advertisements, documentary films, seminars, workshops etc can be employed to promote sustainable development goal on education in Nigeria.

3. Researching to determine the necessary modifications in the implementation of the concept

PR can also be used to monitor and evaluate as the implementation goes on. This will help determine necessary modifications and adjustments.

Public Relations Tools

Public relations tools include sending out press releases, partnering with the media, using social media effectively, communicating with the public and corporate social responsibility. Examples are as follows:

i. Newsletters

Print or emailed newsletters are a good way to promote business, communicate with customers and keep them informed of new products and services.

ii. Social media

Social media lets an individual to bypass the media and go straight to the customers. Using social networking sites such as Facebook, Instagram, Youtube and Twitter allow an individual to follow and be followed by journalists, drive web traffic, manage issues by responding quickly to criticisms or negative perceptions, and increase exposure for business brand.

iii. Media relations

Media strategies focus on circulating messages through media channels to manage how business is portrayed by the media. A review on how public relations contribute in attaining goals in tertiary institutes in Ashanti was examined¹³. The research sought to assess how public relation practices contribute to organisation goals in tertiary institutions. The study used Christian Service University College, Ghana Baptist University College, Garden City University College and University College of Management Studies as selected cases. The study sought for the views of individuals who play the role of public relation practitioners in the identified private tertiary institutions. The study found that in three out of the four target institutions, there was no public relations department.

A study on the extent of practice of public relations as a tool for facilitating the achievement of the objectives of the University of Education, Winneba was carried out¹⁴. The study used public relations as a management tool in tertiary institutions in Ghana which the objective of the study was to examine. Data for the study was collected from a sample of one hundred and fifty (150) respondents sampled from staff of the university. Findings from the study showed that the university's public relations department was poorly resourced to perform its functions. Furthermore, the study revealed that the public relations position was neither accorded the same status as other senior management positions nor involved adequately in decision making.

Theoretical Review

The Public Relations Transfer Theory

This theory was propounded by Jefkins¹². The theory is an antidote against some negative developments in organisations. When the negative situation is converted into posited achievements through knowledge¹². The result predictably is the primary objective of public relations, Practice understanding. The study anchored significantly on the transfer process theory. The theory is suitable for the study, because perfection is something humanity cannot attain but always strive towards. The public relations transfer process is an example of how a “negative situation” from a point of view converted to a “positive situation” by public relations. For example, Nigerian educational system is experiencing negative situations like lack of funding, shortage of infrastructural facilities etc. Public relations has to use the advantage of media in order to catch the attention of the public.

Methodology

This study made use of a survey research design using questionnaire and interview guide. The data was gotten from questionnaire design and other secondary sources such as journals, websites, etc. The population of this study is focused on public relations consultants and secondary school administrators. There are about 3,000 secondary schools in the city of Ibadan. A total number of one hundred and twenty (120) school administrators were selected randomly from Ibadan Metropolis while five (5) PR consultants were interviewed. Data was analysed using SPSS software. The descriptive statistics such as frequencies, percentages and charts were used for analyzing demographic characteristics of respondents while research questions and hypotheses were analyzed using Inferential Statistics such as Pearson Correlation and Multiple Regression Analysis.

Data Analysis

For the data analysis, questionnaire was administered on 1120 school administrators. The demographic characteristics of respondents showed that 62 (51.7%) of the school administrators were male while 58 (48.3%) were female. Also, 52 (43.3%) of the school administrators were within

the age category of 36-45 years, 32 (26.7%) were above 45 years, 27 (22.5%) were within the age category of 26-35 years while 9 (7.5%) were less than 25 years.

Research Question One:
What are the PR tools relevant to implementing Sustainable Development Goal on Education?

Table 1: PR tools relevant to implementing SDG 4

PR Tools	Frequency	Percent
Radio jingles	58	48.3
Press release	30	25.0
Television drama	12	10.0
Documentary films	9	7.5
Seminar	8	6.7
Workshop	3	2.5
Total	120	100.0

Table 1 shows that 58 (48.3%) of the respondents claimed that radio jingles are part of the PR tools used in driving the implementation of SDG 4, 30 (25.0%) claimed that 30 (25.0%) could be effective in driving the implementation of SDG 4, 12 (10.0%) and 9 (7.5%) of the respondents claimed that television drama and documentary films could be effective in driving the implementation of SDG 4, 8 (6.7%) and 3 (2.5%) claimed that seminar and workshops could be effective PR tools in driving the implementation of SDG 4 on sustainable education.

Research Question Two:**In what ways can PR tools promote implementation of SDG 4?**

Respondent A1 has this to say:

PR tools can be used to promote implementation of SDG 4 through social media handles like twitter, facebook etc. Through these social media handles, awareness on SDG 4 can be created.

IDI, Respondent A1, Public Relations Consultant

Respondent A2 has this to say:

By sensitising the public on the need to improve on the educational system of Nigeria, PR tools such as press releases, radio jingles, advertisement etc can be applied in promoting the implementation of SDG 4.

IDI, Respondent A2, Public Relations Consultant

Respondent A3 has this to say:

One of the major communication channels is radio. This is a traditional mass media through which major information can be communicated across to general audience. Using this form of media, awareness on the implementation of Sustainable Development Goal on education can be made to the general public.

IDI, Respondent A3, Public Relations Consultant**Hypothesis One**

H01: There is no significant relationship between public relations tools and the implementation of Sustainable Development Goal 4

Table 2: Nexus between public relations tools and implementation of Sustainable Development Goal 4.

Pearson Correlation of Relationship between PR Tool and Implementation of SDG 4

		PR Tools	SD G 4
PR Tools	Pearson Correlation	1	.527**
	Sig. (2-tailed)		.000
SDG 4	N	120	120
	Pearson Correlation	.527**	1
	Sig. (2-tailed)	.000	
N		120	120

**. Correlation is significant at the 0.01 level (2-tailed).

Table 2 shows that there existed a positive significant relationship between PR tools and implementation of SDG 4 ($r = .527$, $p < .05$) which indicates that effective PR tools will enhance the implementation of sustainable development goals for education in Nigeria.

Hypothesis Two

H02: There is no significant influence of public relations tools on the implementation of Sustainable Development Goal 4

Summary table of multiple regression analysis showing joint and independent influence of Public Relations Tools on the implementation of Sustainable Development Goal 4

Variables	b	T	P	R	R ²	F	P
Press Release	.021	.275	.004	.575	.0331	9.307	.000
Radio Jingles	.240	3.086	.003				
Documentary films	.116	.937	.351				
Seminar	.377	3.067	.003				
Workshop	.036	.458	.038				
Television	-.123	-1.581	.117				

The result of the second hypothesis shows that PR tools (press release, radio jingles, documentary films, seminar, workshop and television) jointly significantly influenced implementation of SDG 4 [$(R^2 = .331; F(6,119) = 9.307; p < .05)$]. This infers that PR tools (press releases, radio jingles, documentary films, seminars, workshops and television) jointly accounted for about 33.1% of the variance observable in implementation of SDG 4. In addition, the result of the coefficients of multiple determination for the model shows that the independent contribution of press releases, radio jingles, seminars and workshops were statistically significant magnitude ($(\beta = .021; t = .275; p < .000)$), ($\beta = .240; t = 3.086; p < .000$), ($\beta = .337; t = 3.067; p < .000$) and ($\beta = .036; t = .458; p < .000$) while documentary films and television were not statistically significant.

Conclusion

This study examined the nexus between public relations tools and the implementation of sustainable development goal 4 in Nigeria. The study made use of questionnaire and interview guide. A total number of 120 Secondary School administrators from Ibadan Metropolis were randomly administered questionnaire. The findings of this study showed that the respondents claimed that radio jingles, television drama, documentary films, seminar and workshops were part of the PR tools used in promoting the implementation of SDG 4. The result of hypothesis one showed a

positive significant relationship between PR tools and implementation of SDG 4. The result of the second hypothesis shows that PR tools (press releases, radio jingles, documentary films, seminars, workshops and television) jointly significantly influenced implementation of SDG 4 accounting for about 33.1% of the variance observable in implementation of SDG 4. This finding agrees with a study that reported that all the four tertiary institutions stressed that public relation is very essential in dealing with the external and internal publics of the various universities in achieving the organisational goals¹⁴.

Recommendations

The following recommendations are made:

- i. This study recommends that professional PR practitioners should be engaged in promoting the implementation of sustainable development goals on education.
- ii. Also, more awareness should be created using various media channels to educate the public on target of sustainable development goals on education and how it can be achieved.

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**Public Relation Strategies on Undergraduate Students'
Compliance to Regulations on Academic and Social Lifestyle**

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Abstract

Higher educational institutions, including universities all over the world, conventionally establishe laws towards guiding the ways students relate among themselves while on campus, and at the same time provide standards on students' dispositions towards academic activities. Students are critical stakeholders in every educational institution, they are primarily referred to as persons enrolled in a school or other educational institution with the objectives of obtaining understanding, increasing careers and attaining occupation in a preferred ground. A student is someone that relates him/herself to thorough knowledgeable assignation through the primary objective of mastering some practical affair. Therefore, the obligation task of dispensing enforcement and ensuring strict compliance to promulgated regulations on student's academic and social lifestyles in a higher educational institution no doubt demand the use or applications of some professional designed principles and strategies which that of public relations is prominent.

Keywords: *Public relations strategies, Compliance, Regulations, Academic and Social lifestyle*

Word Count: 145

Introduction

In every higher educational institution or university all over the world including Nigeria, there exists standard and regulations to guide stakeholders' conducts and behaviour in order to ensure realisation of set goals and prevent chaos of any nature. Compliance with any promulgated regulation of any sort in any formal organisation or society precedes enforcement on the part of the management of such an organization or society. Students being critical stakeholders in every educational institution are primarily referred to as persons enrolled in a school or other educational institution with the objectives of obtaining understanding, increasing careers and attaining occupation in a preferred ground. A student is someone that relates him/herself to thorough knowledgeable assignation through the primary objective of mastering some practical affair.

Practically, regulations are directions prepared by authority for instruction to regulate the mode of which things are done or the way people act. While compliance entails following the law; it is something that the management of an organisation requires you to do. By practice, higher educational institutions, in Nigeria and the world at large establish laws aimed at guiding the ways students relate among themselves within the higher institutions' premises, and at the same time provides standards on students' dispositions towards academic activities and exercises. Public relations, as a social science field, guarantees mutual understanding and cordial relationship between relational parties. Hence, there is a whole lot that can be achieved through public relations when a higher educational institution or university desires students' strict compliance with its corporate academic and social lifestyles regulations. Some of the public relations strategies that can be used to secure strict compliance of students, with academic and social lifestyles regulations of a university include and not limited to weekly bulletins, student groups social media platforms, faculties /departmental orientations and town hall meetings.

Apparently, the management of Lead City University would have been deploring all the aforementioned public relations strategies to enhance strict compliance of students with the university's academic and social

lifestyles regulations. Having said that, however, level of adherence of students to these promulgated regulations of the higher institution is still very low as indicated by students observable (male and female) misconducts, such as: adoption of bad fashion styles, absenteeism from school without genuine excuse, fighting in classrooms, transgender practices, plagiarism, impersonation and other examination malpractices, smoking and drunkenness, disrespecting lecturers, etc. Thus, it appeared as if there were no effort vigorously geared towards ensuring strict compliance with the university's promulgated academic and social lifestyle regulations. Therefore, this paper attempts to examine the effect of public relations strategies of Lead City University, Ibadan, on student's compliance with the academic and social lifestyles regulations.

Every higher educational institution or university around the world, including Nigeria promulgates standards and regulations to guide stakeholders' conducts and behaviour in order to ensure realisation of set goals and prevent chaos of any nature. Compliance with any promulgated regulation of any sort in any formal organization or society precedes enforcement on the part of the management of such an organisation or society.

The obligation or onerous task of dispensing enforcement and ensuring strict compliance to promulgated regulations on student's academic and social lifestyles in a higher educational institution demands the use or applications of some professional designed principles and strategies which that of public relations is prominent. However, much as the management of Lead City University has been doing, through the application of public relations strategies, to enhance strict compliance of students with the university's academic and social lifestyles regulations, recorded level of adherence of students to these promulgated regulations of the higher institution is still very low as indicated by the students (male and female) misconducts such as: adoption of bad fashion styles, absenteeism from school without genuine excuse, fighting in classrooms, transgender practices, plagiarism, impersonation and other examination malpractices, smoking and drunkenness, disrespecting lecturers, etc. etcra Thus, it

appeared as if there were no effort vigorously geared towards ensuring strict compliance with the university's promulgated academic and social lifestyle regulations.

Nature of Students' Academic Regulations

Academic regulations put values of excellence and brilliance in education such on the accuracy of syllabuses and the motivation for studies. The formation of general academic regulations entails pact on prefaces, measures or other schemes of coding academic accomplishment². At colleges and universities, faculties are in accumulative force from administrators to reward students worthy grades and results without esteem for those students' genuine aptitudes, to retain those students in school disbursing teaching and to increase the schools' graduation charges. Students often practice course assessments to disapprove lecturers who makes the course too challenging, even if a neutral assessment would confirm that the course has been too stress-free³. It is challenging to discover an uninterrupted link between the value of course and the result of the course assessments⁴. Writers have recognised that academic regulations are practically difficult to challenge and define⁵. Academic regulations can be termed as complex, including idea, process and productive elements⁶. Academic regulations from values of competency, service values and organisational standards by positioning his explanation on academic attainment⁷.

Nature of Students' Social Lifestyle

Social Lifestyle is the benefits, opinions, behaviours, and social orientations of a separate, collection, or culture⁸. Lifestyle which is a "method or way of living," has been acknowledged in 1961. Lifestyle is a mixture of decisive insubstantial or substantial features. Physical features relay exactly to demographic variables, i.e. a person's demographic summary, while insubstantial influences worry about the emotional features of a person such as individual standards, favourites, and attitudes. A rural surroundings comprises of diverse lifestyle unlike an urban environment. Whereabouts is vital in the interior of a metropolitan environ. Natural surroundings of

the area in which a person is located have emotional impact on the lifestyles accessible to that person in line to changes between several regions' degrees of privileged circumstances and closeness expected and cultural environments. For example, in parts near the ocean, a sea culture or lifestyle can often be present.

A lifestyle replicates an individual's approach, way of life, standards, or world opinion. Therefore, a lifestyle shapes one's self and makes cultural symbols that reverberate with personal uniqueness. Not all features of a lifestyle are proficient. Mutual and practical systems can restrain the lifestyle choices existing to an individual and symbols they are able to develop to others and themselves¹⁰.

Outlines between individual differences and the everyday activities that differentiate a specific lifestyle are unclear in this day culture. Lifestyle may contain opinions on politics, religion, health, intimacy, and more. These characteristics play a role in determining people's lifestyle¹¹. Social lifestyle is an individual's personal relationships of people within their direct surroundings or general public. The quantity of a person's time spent responsible for enjoying things with others is one's social lifestyle. A lifestyle imitates an individual's approaches, way of life, standards, or world view. A lifestyle is a way of shaping one's personality and to build cultural symbols that reverberate with personal character. Not all features of a lifestyle are deliberate. Social and practical systems can contain the lifestyle selections available to the individual and the symbols that project to others¹².

The outlines between individual character and the daily activities that indicate a certain lifestyle become unclear in modern society¹³. For example, "green lifestyle" means opinions and engaging in happenings that put away fewer resources and produce less dangerous waste (i.e. a small environmental footprint), and developing a sense of self from holding these beliefs and engaging in these doings. Some critics argue that, in newness, the basic lifestyle arrangement is consumption conduct, which bids the opportunity to build and also adapt the character with diverse

products or services that indicate diverse conducts of life. Lifestyle consists of opinions on politics, religion, health, understanding, and more. These features perform a role in determining someone's way of life. In magazine and television activities, "lifestyle" describes a kind of publications or plan.

Concept of Compliance

The act of compliance is the process of conforming to a desire, request, proposal, or regimen or force¹⁶. It is the act of following, complying, or yielding to others, especially in a submissive way¹⁷. Compliance means following a law, such as a condition, rule, norm or law. Regulatory compliance defines the objective that organisations seek to accomplish in their determination to make sure they are mindful of the steps to submit with important laws, policies, and regulations¹⁸. The increase in guidelines is essential for effective clearness which makes organisations adopt the use of combined and consistent sets of compliance controls¹⁹. This method is used to make sure that all essential control desires can be met without the pointless doubling of determination and action from resources.

Organisations preserve compliance data—all data belonging or concerning to the enterprise or contained within the law can be used for the purpose of executing or authorizing compliance for meeting requirements. Compliance software is progressively being applied to help companies accomplish their compliance data more proficiently. These stores include calculations, data transfers, and audit imprints²⁰. Regulatory compliance differs not only by business but often by location. The commercial, research, and pharmaceutical regulatory structures in one country, for example, may be comparable but with different degrees in a different country. These comparisons and differences are often a creation "of reactions to the changing purposes and requirements in different countries, industries, and policy contexts²⁰."

Understanding Public Relations Strategies

Public relations strategies refer to the variety of activities usually conducted by the profession or professional saddled with the responsibilities of management of reputations and public relationships of a country, individual or an organisation in the discharge of its obligations or/and duties. Such variety of activities includes image laundering programmes; media relations (press conferences, releases, and propaganda); conflict resolution; peace-building programmes; corporate social responsibility (CSR); public awareness, sensitization and enlightenment; personal interviews; public lectures and town-hall meetings; social media; documentaries; training/empowerment programmes; etc etcra.

Public Relations Strategies / Tools

Press Releases: The main element of public relations concerned with story placement. The main information about the product or service is shortened in a way that will clasp the media's thought. A marketer would convert the advertising message for each objective, the same way it is customized for press releases for the various media he contacts.

Press Conferences: A press conference is apprehended to inform the media about an important news event. The method is similarly relevant to PR for a company or product because editors and story writers accept many invites to many events.

Conclusion

The management of Lead City University have been deploring many public relations strategies to enhance strict compliance of students with the university's academic and social lifestyles regulations. Such PR strategies include weekly bulletin, students' group social media platforms, town hall meetings, faculties / departmental orientations. However, level of adherence of students to these promulgated regulations of the higher institution is still very low as indicated by the students (male and female) misconducts, such as: adoption of bad fashion styles, absenteeism from school without genuine excuse, fighting in classrooms, transgender practices, plagiarism,

impersonation and other examination malpractices, smoking and drunkenness, disrespecting lecturers, etc. Thus, it appeared as if there were no effort vigorously geared towards ensuring strict compliance with the university's promulgated academic and social lifestyle regulations. More relevant Public Relations Strategies should be considered by Lead City University's Management to drive home the higher institution's goal of ensuring students' strict compliance with all promulgated academic and social lifestyles regulations.

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**Public Relations Responses and Strategies of Federal
Government in Inter-Ethnic Crises Management in Nigeria
(1960 - 2020)**

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Abstract

Retrospectively and incidentally, inter-ethnic crises prompted by clashes in personality factors of members of different ethnic nationalities that made up Nigeria since its creation in 1914 which seems to have been upsetting and preventing the country from becoming successful are enormous. Major popular inter-ethnic crises that characterized Nigeria's post-independence history were political fracas among politicians between 1960 and 1966; military incursions; separatist movement that led to forming of Republic of Biafra in 1967 and a three year civil war. Also there occurred many inter-ethnic crises in the country during its different four political civil rules otherwise called the first, second, third and fourth republics. Consequently, the quantum of inter-ethnic crises recorded in Nigeria sooner after the beginning of the country's current Fourth Republic in 1999 have been too many with such already spiraling into situations that now threatens the country's political stability and sovereignty foundation. However, the Federal government being the arm of the society saddled with the responsibilities of exercising sovereign power, human governance and management, as well as

control and allocation of resources for peoples' survival and development by way of obligation becomes faced with the challenge of crises management which involves timely nipping in the board, mitigation or minimisation of the damage(s) a crisis causes by way of response through the use or applications of some professional designed principles and strategies. The objective of this paper is to explain the contribution of public relations responses and strategies of Federal Government in inter-ethnic crises management in Nigeria between 1960 and 2020. To achieve this objective, cross cultural communication theory and crisis management model were used to enhance explanation of the subject matter.

Keywords: *Ethnic Nationalities, Inter-Ethnic Crises, Inter-Ethnic Crises Management, Public Relation Responses, Public Relations Strategies.*

Word Count: 274

Introduction

Inter-ethnic crises are defined as dangerous, bad occurrences or violent confrontational situations that take place as a result of misunderstanding and clashes in the ways of lives of members of different social group of people that constitutes the population of a given community, country, or a single geographical political entity. Inter-ethnic crises generates bad bloods, bad feelings, hostilities and disunity. It threaten the livelihood, wellbeing, survival and harmonious coexistence of members of different ethnic nationalities living together within a given society or country¹. The term ethnic or ethnicity is a social phenomenon because it is natural in almost all societies made up of more than one ethnic group. The term is used interchangeably to categorise groups of people according to their cultural expression and identification. Ethnicity is manifested in relationships that exist among individuals of different groups within a political system, more particularly where language and culture are the most prominent attributes¹.

Nigeria: a political entity and an offshoot of amalgamation of the Northern and Southern protectorates in 1914 by British Journalist Flora Shaw even before inception has been pre-occupied and administratively endemic with inter-ethnic crises; thereby upsetting and preventing the country from being able to become politically stable and becoming economically successful². The country's leaders from inception have severally attempted to manage inter-ethnic crises bedevilling the country which are caused by clashes in different personality factors and interests of members of over 250 ethnic nationalities that made up the country. The essence of this paper is to explain the contributions of the adopted public relations responses and strategies of Federal Government in inter-ethnic crises management in the country between 1960 and 2020.

In every part of Nigeria these days, there is hardly any day without a reported inter-ethnic crisis of any form that is prompted by clashes in personality factors and interests of members of over 250 ethnic nationalities that made up the country with such having tendencies to threaten the livelihood, wellbeing, survival and harmonious co-existence of citizens. These inter-ethnic crises most times come in such forms as inter-communal violence, secessionism movements, insecurity, loss of lives and properties of citizens, loss of government's reputation, etc ².

Most recently, the turnout of events have degenerated to the extent that one can only feel safe and secure except when among his own (ethnic) people in the country. Therefore, indicated that if the people must continue to live and coexist together under the same political entity called Nigeria, then, there is urgent need for timely solution before the circumstances become completely unmanageable. Sad enough, these occurrences have continue to reoccur unabatedly among the people within Nigeria's socio-political environments till date despite severally attempts by the country's leaders and many past suggested solutions in previous works provided by some scholars and experts. Therefore, this paper attempts to explain the contributions of the adopted public relations responses and strategies of Federal Government in inter-ethnic crises management in the country between 1960 and 2020.

Concept of Inter-ethnic Crises

A crisis is any event or occurrence that tends to lead, or may lead, to an unsafe state of affairs or unstable situation affecting an individual, group, or the entire society³. Crises breeds negative changes in the human or environmental affairs, especially when they occur abruptly, with little or no warning. More loosely, a crisis is a testing time or an emergency³.

Inter-ethnic crises are defined as dangerous, bad occurrences or violent confrontational situations that take place as a result of misunderstanding and clashes in the ways of lives of members of different social group of people that constitutes the population of a given community, country, or a single geographical political entity⁴.

Inter-ethnic crises generate bad bloods, bad feelings, hostilities and disunity among members of different ethnic nationalities living together within a given society or country. Inter-ethnic crises threaten the livelihood, wellbeing, survival and harmonious coexistence of members of different ethnic nationalities living together within a given society or country⁴.

Nigeria has been said to be tantamount with deep divisions owing to its multi-ethnic system. Matters that raise the most dust are those regarded essential for the existence and the validity of the state. Opposing and contending assemblages have a tendency to assume an exclusionary winner-take-all approach⁴.

Understanding Inter-ethnic Crises Management

Inter-Ethnic Crises Management – refer to all efforts or/and processes conducted towards ensuring timely nipping in the bud, mitigation or minimisation of the damage(s) caused by inter-ethnic crises by way of response through the use or applications of some professionally designed principles and strategies. These processes, however involve planning, deciding, organising, leading, motivating and controlling human resources or personnel. Crises management practices occurs not only after a crisis occurs, it is actually a comprehensive process that is put into practice before a crisis even happens⁵.

Crisis Management - This is the application of strategies created to help an organisation handle and resolve a sudden and significant negative event ³.

Concept of Public Relations Responses and Strategies

Public Relations (PR) has been defined as the deliberate, planned and sustained efforts to create and maintain mutual understanding between an organization and its Publics (IBPR, London). PR has also been described as the art and social science of analysing trends, predicting their consequences, counselling organizational leaders, and implementing planned programmes of actions which would serve both the organization and public interest ⁶.

Functions of Public Relations in a Multi-ethnic Society

- i. It is used to distribute and communicate necessary information.
- ii. It is used to create and maintain harmonious coexistence between members of different ethnic groups that constitute the population of any given entity (community, country, etc).
- iii. It is used to create mutual relationships between an individual, government or organisation and its public.
- iv. It is used to build up good reputation in the mind of the public.

Understanding Public Relations' Responses

Public relations responses refer to how the professional saddled with the responsibilities of management of reputations and public relationships of a country, individual or an organisation replies or reacts to occurrence(s), situation(s), event(s) or question(s) that affects its principal. The reply or reaction comes in form of actions, which could either be communications (verbal, written or symbiotic, inter-personal, group or mass public) such as anticipation and prevention of crises; crises management through appointing a response team and spokesperson, creating a strategy and briefing of team, crafting of communication message, identifying and addressing the affected parties, monitoring the situation; reviewing and learning from the situations.

Understanding Public Relations' Strategies

Public relations strategies refers to the variety of activities usually conducted by the professional saddled with the responsibilities of carrying out any public relations campaign, such as reacting to occurrence(s), situation(s), event(s) or question(s) that affects its principal. E.g. Inter-ethnic crises, etc.

Relevance of Public Relations Responses and Strategies to Inter-Ethnic Crises Management

- i. **Peace-building:** Public relation is a social phenomenon because its core objective is inter-personal relationship management and peace-building within any given society or country, even during inter-ethnic crises.
- ii. **Crises management:** The demand or requirement of crises management principles which involve proactiveness, anticipation, preventive planned efforts, communication and reputation management makes public relations contributions or inputs unavoidably important to crises management, and inter-ethnic crises management, so to speak.
- iii. **Reputation management:** When government, organisation or individual reputation is damaged or lost as a result of an occurred crisis, it is the function of public relations to rebuild, promote and protect reputation(s).
- iv. **Strategic communication:** Public relation creates strategic necessary messages and information, and disseminates such to targeted publics. Dealing with negative occurrences, news and events relating to government(s), organisation(s), group(s) or individuals' businesses and management of inter-ethnic crises that emanate from inter-human relationships and bad leadership are the functions of public relation. Also, when a government, an organisation or individual needs a broad set of communication activities in order to create and maintain favourable relations between itself and any public(s), even while facing crises, then public relation must be considered.

Review of Nigeria's Federal Government Public Relations' Strategies in Inter-ethnic Crises Management between 1960 and 2020 as can be deduced from past deployed strategies are:

- i. **Media relations:** Press Releases and Conferences; Propaganda; Slogan System; Corporate Social Responsibilities; Town Hall Meetings; Special Event (Annual Independence Day Celebration).
- ii. **Peace building programmes such as:** National Youth Service Corps (NYSC), Federal Character Principle and Amnesty Programmes for Niger-Delta Militants and Boko Haram Terrorists ⁶.
- iii. **Local and international press conferences:** held in London and New-York as well as Washington DC on the need for the international community to see Nigeria (Biafra) inclusive as one indivisible country. The message was that the war in Nigeria was a mere family misunderstanding which would be resolved amicably ⁶.
- iv. **Slogan System: During the war: "To keep Nigeria One is a task that must be done"!** The slogan became a permanent signatory tune to introduce all major news bulletins on Radio Nigeria and at the end of the news in order to counter the Biafran Radio campaign that the war was an ethnic cleansing of the Igbo extraction from Nigeria ⁶. Also **"GOWON = Go on with one Nigeria"!** The name of GOWON which was analyzed and interpreted to mean: G = Go; O = On; W = With; O = One; N = Nigeria. **After the war in 1970:** "No Victor No Vanquished" ⁶.
- v. **Car stickers:** with the slogan messages were printed and used freely on the Nigerian side and distributed all over the country. It was used as door labels and pasted on the walls of government establishments⁶.
- vi. **Town-hall meetings and conferences:** were simultaneously sponsored within and outside Nigeria to explain to the world at large that the war was a mere quarrel between brothers and not a genocidal war as claimed by Radio Biafra ⁶.
- vii. **Corporate social responsibilities:** To soften the effects of the war on the Ibos, the Federal Government embarked on what it called a "Rehabilitation, Reconstruction, and Reconciliation" programme to repair roads, buildings and other public utilities in the war affected

areas in order to bring back the Ibo ethnic nationalities into the mainstream of the Nigerian polity as it was in the beginning⁶.

- viii. **Peace-building programmes:** The National Youth Service Corps (NYSC) which was established by General Yakubu Gowon administration in 1973 as a strategy to primarily ameliorate the ugly incidence of suspicion and hatred between the various ethnic groups (Igbo, Yoruba and Hausa/Fulani) engendered by the civil war in the country⁶.

Theoretical Underpinning

Crisis Management Model - Alfonso Gonzalez-Herrero and Cornelius Pratt were those responsible for the development of the Crisis Management Model in the late 1990, whereby they defined three stages within Crisis management. According to the model crisis brings about a feeling of fear and threat in the individuals who eventually lose interest and trust in an individual, country or organisation. The crisis management model proposed that crisis can be managed through the following processes: Crisis diagnosis, Planning, and Implementation of changes and monitoring⁷. The relevance is that it identified and explained the practical processes and efforts required of any leader and crises managers in overcoming unwanted situation, occurrence or event, such as how Nigeria's Federal Government can approach inter-ethnic crises anagement among Nigerians.

Conclusion

Notwithstanding the kind and how enormous are inter-ethnic crises that are reoccurring unabatedly every day, upsetting and preventing the country from being able to become politically stable and economically successful, yet the situations can still not be beyond solution and redemption with the use of public relations responses and strategies. Thankful to some adopted Federal Government public relations responses and strategies in inter-ethnic crises management in Nigeria between 1960 and 2020 that were able to curtail official disintegration of any of the over 250 ethnic groups from the country, more particularly during the country's civil war.

However, the situation whereby the same deplored public relations responses and strategies in the past are not effective for management of series of inter-ethnic crises faced by the country currently suggests that modern responses and strategies should be tried forthwith. Based on the foregoing, the below listed modern public relations responses and strategies are recommended to the federal government for further management of inter-ethnic crises in Nigeria:

- **Modern Public Relations Responses in Inter-Ethnic Crises Management:**
 - i. Anticipation
 - ii. Detection and Diagnosis of Inter-Ethnic Crises
 - iii. Prevention of Inter-Ethnic Crises
 - iv. Reputation Management
- **Modern Public Relations Strategies for Inter-Ethnic Crises Management:**
 - i. Strategic Unity Memorial Communication: National Unity Day Celebration (NUDC)
 - ii. Publishing and promoting Code of Conducts for President, Governors, etc.
 - iii. Promotion of Single Charter for justice and equity.
 - iv. Crisis Risk Communication.
 - v. Issue(s) Management: Inter-Ethnic Dispute Resolution Forum in all LGs.

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**Citizen Journalism as Threat to Mainstream Journalism in
Nigeria**

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Abstract

The media has the mandate to promote the fundamental objectives on the grand norm by holding government strictly accountable to the people in consonance with Section 22 of the 1999 Nigerian Constitution as amended. The media also performs such function as informing, educating and entertaining the public. While mainstream journalists have performed these roles in conformity with their professional training and ethics for decades, in recent years, citizen journalism has joined the fray, reporting and analysing daily activities. However, this has come with negative impact on public perception of corporate organisations and individuals. This paper seeks to identify the scope of such journalism with the view to salvage the noble media profession. This paper also evaluates the impact of citizen journalism on other areas of the society.

Keywords: *Citizen journalism, Mainstream journalism*

Word Count: 127

Introduction

In 1859, Reverend Henry Townsend set up the first newspaper, named *Iwe Irohin* in Nigeria, for the purpose of dissemination of information. Much later, radio and television joined the fray to inform, educate and entertain the people¹. Journalism, since then, became a noble profession practised by individuals and groups after obtaining relevant education from universities, polytechnics and monotechnics around the world, and consequently employed to practise the profession. With the emergence of newspapers and radio stations like the Daily Times, Nigerian Tribune, BBC and later Radio Nigeria, journalists promote good governance, democracy and fought for Nigeria's independence.

Article 19 of the United Nations' Universal Declaration of Human Rights states that: "everyone has the right to freedom to hold opinion without interference, and seek, receive and impart opinion through any media frontiers." Researchers posit that this formed the basis for the freedom of the press contained in the constitutions of many countries, and in particular, Section 39 (1) of the 1999 Nigerian Constitution (as amended)². It guarantees freedom of expression, to hold and disseminate information in order to impart ideas. Subsection 2 provides constitutional guarantee to own, establish and operate radio, television or newspapers for the purpose of dissemination of information, ideas and opinion².

The above legal provisions provide impetus for media practice not only in Nigeria but in many parts of the world. Hence, for several centuries, the mainstream media such as radio, television, newspapers and their practitioners were the go-to individuals and groups respecting information gathering and dissemination. They operated within the provisions of the law, the Criminal Code, National Broadcasting Code (NBC) professional code and that of the Nigeria Press Council, Nigeria Guild of Editors, the Nigerian Union of Journalists, and guidelines set by the media houses, promoting decency and are socially responsible to the people in their publications. However, the situation has witnessed a dramatic turn in the last decades.

However, a study argued that lack of trust for, and the hegemonic control of mainstream media by the populace, for giving preeminent coverage to the elites at the expense of the general population culminated in the emergence of citizen journalism³. By gathering and reporting their activities, in the internet age especially gave rise to the popularity of citizen journalism around the world. The trust nexus and belief that traditional media promote and protect the position of the government and policy makers have fuelled the rise in citizen journalism. The expression, “everyone has the right to hold opinion... and own a media house,” has been identified as too vague without recourse to professionalism. Hence, both mainstream journalists and citizen journalists gather, discuss and disseminate information about activities to their immediate audience and readers in their respective places.

While the mainstream media has institutionalised curriculum, code of ethics and its practices either in the form of radio, television, newspapers, they are regulated according to the laws of every country. Citizens journalism is not, and it is said to promote quackery and disruption in the media practice and the world at large⁴. Graeme Turner described the increasing visibility and participation of ordinary people in news gathering and reporting as demotic turn in the industry, which blurs the boundaries between conventional journalism and citizen’s journalism³. Kperogi states that citizens’ journalism is, however, beneficial since even in war zones, local inhabitants and soldiers share on blogs firsthand information which might not be reported to the outside world by the traditional media. However, since citizens’ journalists possess no education in Mass Communication, their activities, not governed by the Nigerian Press Organisation’s Code, such as social responsibility, public interest, editorial independence, accuracy and fairness, respect for privacy, privilege and non-disclosure, decency in dress and choice of expression, and no-identification of minors by names or photographs.

One of earliest mentions of citizen’s journalism was the report by Abraham Zapruder, a Russian American clothing manufacturer, who witnessed and accidentally captured the assassination of President John F. Kennedy on November 22, 1963, while filming the presidential limousine and

motorcade. Zapruder, an admirer of the president who considered himself a Democrat, had planned to film the president's visit to Dallas, with his 8 mm Bell and Howell Zoomatic Movie Director Series and captured the fatal attack on the president's head. The report was not only useful for the Dallas Daily News, but also for police investigation into the assassination.

The media and communication landscape have changed in the last two decades in such a way as to encourage more citizen participation in dissemination of news as against domination by the traditional media. This has been largely fuelled by the globalisation of democracy, deregulation of the media landscape, commercialisation of state media as part of government privatisation programmes and rapid emergence and adoption of new information and communication technologies, (ICTs). For instance, while many media houses, especially the broadcast ones, hitherto devoted air time, talk shows and space to community and public service reports, these sections have been commercialised in recent times taking the form of commercial news and priced out of the reach of the common people. The combined effect of these is citizen journalism which is a localised form of reporting⁵.

The Concept Citizen's Journalism

Scholars have never been unanimous on how they conceptually and empirically defined citizen journalism, but they agree that they are active agents of democratic change. Though the field is a new phenomenon which is still developing, it came to be prominent from the 20th century due to the failure of mainstream journalists to effectively represent and respond to the changing nature of public communication to meet their community's information needs. Traditional media have also been criticised for what has been described as lack of democratic representability and its failure to encourage the participation of more and diverse opinions. These changes have assisted to create new spaces for novel actors-traditional and upstarts to form this field of journalism⁶.

Citizen journalism was also borne out of the distrust or fear for the mainstream media which possess Olympian view of the audience by merely

recognising some personalities whom they validate and report. A study have argued that the media has fallen short of public expectation in the discharge of their duties in the democratic process. Journalism has been blamed for what Hackett described as democratic deficit like low citizen participation, cynicism and lack of trust in political leaders and poor civic engagement. The media has become captive instrument of the powerful social class and elite who enjoy publicity on the radio, newspapers and television to the detriment of the poor in the society. For instance, in the 1980s and 1990s Nigeria, a number of newspapers like the Daily Sketch and the National Concord devoted some pages to community news where local issues like infrastructural deficit, lack of power supply, marriages, chieftaincy and other cultural activities and festivals were reported. But with the passage of time, these pages have been replaced by elitist national issues to the detriment of the subnational and communities. Hence, citizen journalism fills this vacuum through its focus which contributes to the society, media practice and create more suitable foundation for knowledge, especially with the use of social media platforms and mobile telephone which facilitate people's ability to share their knowledge publicly⁷.

Citizen journalism is a "public, democratic or guerrilla journalism." It is the participation or engagement of members of the public, who are non-journalists in newsgathering and reporting⁸. It has been referred to as collection, dissemination and analysis of news and information by the untrained members of the public, especially through the internet. Citizen journalism is participatory or collaborative journalism or street journalism where members of the public who possess internet enabled phones do participate in gathering and disseminating news and information. They are untrained and most times unpaid amateur journalists who report events because they happened to be at the scene of such occurrences.

Semi-professional or interloper journalism, though filling a void in the society, is currently gaining grounds and has some influence on mainstream journalism practice, especially in this digital age. They report such activities as accidents, infractions or core areas like medicine, engineering or even

aviation as well as other events that violate societal norms, morality and law⁹.

Bowman and Wills (2003), defined citizen journalism as the “act of a citizen or a group of citizens who play an active role in the process of collecting, reporting, analysing and disseminating news and information with the view to provide an independent, reliable, accurate, relevant information that democracy requires.” Citizen journalists are individuals not considered to be a journalist, who produce, disseminate and exchange a wide variety of news and information ranging from current topics to community interest to individual issues¹. By this definition, this category of journalists have become participants in news gathering, reporting, though untrained and unpaid, without necessarily adhering to any standard rule of media profession, and lacking sufficient time and technical abilities or knowledge to produce a comprehensive story.

Citizen journalism is a hyper-local media operation which is geographically based, community-oriented, original news reporting organisation indigenous to the web and intended to fill perceived gaps in coverage of an issue or region to promote civic engagement. He refers to citizen journalists as people who perform random acts of journalism, who contribute news, content, opinion and information centered on making events through temporary stream of information¹⁰.

Citizen journalists is described as those who “gather, process, research, report, analyse and publish news and information most often utilizing variety of technologies made possible by the internet.” The U.S.-based National Association of Citizen Journalists (NACJ) draws a line of difference between accidental journalists, advocacy journalists and citizen journalists, stating that the fact that an individual uses a cell phone to take pictures of events and upload it on Facebook or other platforms does not make him a citizen journalist. Besides, Ross and Cormier describe accidental journalists as people who are caught unexpectedly in the middle of an event, take photos or videos and upload them into the social media or

major news platforms. Those are I-Reporters. It also describes advocacy journalists as practitioners of a genre of journalism which adopts a stance to speak for a social, political, business or religious purpose. It is intentionally transparent and bias, though not the same with propaganda group.

Citizen journalism is practiced largely by people with no news media organisation ties but who have taken advantage of low cost of social computing and information communication technology to publish their own story and content. It is popular in rural areas of Nigeria where mainstream media is incapable of responding to their multifarious needs, thereby bridging the information gap. It is the act of reporting rural people by the people, thereby conferring greater power and control on the reporters and control on the journalists and empowering the people⁷.

She argues that the exponential growth in ICT has become a catalyst in engendering democracy and development in Africa. According to him, while there were traditional, conventional modern ICT over time, the latter has become a facilitator information and communication policies. While mainstream media grapples with operational problems like technical efficiency, inaccessibility of transmission channels and energy supply, internet today enhance business and information dissemination. Hence, teledensity and internet penetration in Africa, Nigeria alone accounting for over 203.5 million subscriptions, signaled limitless opportunities for citizen journalism.

As early as 2003, the Nigerian media landscape has changed tremendously with the emergence of citizen journalists who utilise inexpensive, easy to use technological gadgets for news reporting. They set up online platforms like blogs, websites and twitter account for this purpose. In 2003, The Village Square was set up, while others like Nairaland, named after the Nigerian currency came up on stream, followed by African.net, Naija Community and Naija.com³.

This genre of journalism has become popular due to liberalisation and privatisation of the media industry with the multiplicity of media organisations which present opportunity to grow business. The plurality of media platforms provides more opportunities citizens' participation in journalism. This is more so because news sources became diverse such that conventional journalism would rely on citizen journalism for some of its news items. By so doing, issues and communities that have suffered neglect over time now have a place in the mainstream media as they community over conflict, advocacy over objectivity, politics and interpretation of fact-based reporting.

Tsegyu, ibib, averred that citizen journalism has been utilised for creating political awareness in many parts of the world. For instance, in the 2007 Australian election, it played a major role as such websites as JohnQuigg.com, YouDecides2007, TimBlair.net and news.com.au's became platforms for political discussion, debates, deliberation and coverage of the election. So involved were citizen journalists that veteran Australian blogger, Dan Gilluro criticised anomalies in the election when Australian state-owned media were less critical of the polls' outcome. A similar incident occurred in the Zimbabwean election in 2013 when citizen journalists like Babu Jukwa and Amai Tawn engaged the electorates to vote out the sitting president from office.

Citizen journalism has played a huge role in providing facts which formed the basis for discrediting information from government officials. He cited video report of the racism-induced killing of a Black American, George Floyd, in Minneapolis, Minnesota, posted online by 17-year eyewitness passerby, Darnella Frazer, in 2020, provided evidence which not only became useful in the prosecution and conviction of Minneapolis policeman, Derek Chauvin for murder but culminated in the Black Lives Matter protests in many countries around the world.

However, a reference to the negative impact of citizen's journalism is the lack of objectivity and professional code in their reportage. Whereas the

Nigerian media code forbids mainstream journalists from publishing photographs of underage children, nude and gory pictures, citizen journalists possess no such restraints. In recent times in Nigeria, citizen journalists and bloggers feasted on the sex video of the Chrisland School teenage girl in faraway Dubai, thereby offending the sensibility of readers without batting an eyelid about the future of the children⁶.

Similarly, citizen journalism has become synonymous with the spread of fake and obscene news, which are often lifted by the mainstream media, thereby impacting negatively on media objectivity and credibility. More recently was a video of a young lady who confessed to have had sex with a dog for the sum of N1.5 million. Though the report triggered government action as the Lagos State government and the police intervened to effect the arrest and treatment of the lady, a blog published the news of her death. Police's further investigation and interrogation of the publisher revealed that the blogger claimed not to have verified or fact-checked the information before publication but merely lifted it from another platform without acknowledging the source (plagiarism). Police Public Relations Officer, Benjamin Hundeyin, in response to the publication, averred that false publication and subversion of investigations, especially criminal investigations are criminal offences.

Mobile phones represents 90 per cent of telephone lines in Africa and with increasing market penetration and introduction of 3G technology and now 5G, there are chances for exponential increase with possible signal of potential interest in the surge of citizen journalism. The pervasive presence of mobile phones and availability of ready audience of phone users give them access to social platforms like WhatsApp, Twitter, Facebook and blogs which have become global information dissemination platforms.

Smartphones, voice and text messages have played major roles in political campaigns and participation, especially by candidates canvassing for votes. Banda stated that though electoral campaign and victory of Barack Obama

in 2007 may have been influenced by other factors other than the use of his Blackberry, it is on record that the phone facilitated his access to huge population of potential voters. In the 2019 elections in Nigeria, a number of candidates solicited votes from prospective voters using inexpensive short messages, while younger population were reached through LinkedIn and Facebook. Oyinma, quoting Statistica states that there are 33 million active social media users in Nigeria with WhatsApp as the most popular, besides Facebook, You Tube and Instagram and with 151.3 million Internet subscribers have become platform for participating in democracy, engaging the political class and holding them accountable to the people⁸.

There are two types of citizen journalism, institutional and non-institutional. Institutional citizen journalism has an organisational structure which serves as a form of constraint for its activities. This genre of citizen journalism is such that media organisations become part of the cyber-community for the benefit of user-generated content. It has become so popular such that media institutions buy into it and injects professional instincts into it. The BBC has been known to have encouraged their reporters to delve into this area to lessen the control and attachment to enable them to engage members of the public in less professional environment. Some examples include blogs, opinions and analysis. One example of this is the ohmyNews.com, a South Korean online newspaper, which has more than 37,000 registered contributors and it is currently expanding into publishing in English and Japanese markets. The guardian.co.uk is Britain's second most popular website to which readers contribute over 647,798 messages between 1999 and 2005.

Conversely, non-institutional citizen journalism is extra-institutional in nature, which is highly individuated by places more emphasis on the individual journalist. It revolves around private individuals, without organisational framework and constraints, and lends self largely to social networks or the online community, even as it is self-regulated. It thrives on volunteering and with regards to its content, it relies on volunteering, hence cannot exercise moral or ethical control. Issues emanating from this are media objectivity, credibility, fairness and accuracy of report which

are the fulcrum of the mainstream media. Nigeria has hundreds of such blogs managed by individuals with or without journalism backgrounds and have been making either positive or negative impact on democracy.

Citizen journalism impacted on good governance during the Arab Spring which started on December 18, 2010, where citizens revolted dramatically against government in North Africa and some parts of the Middle East. Mustag and Afsai (2019), averred that leveraging on internet and social media, protesters disseminated their displeasure over corruption, despotic and authoritarian rule in Libya, Egypt and Tunisia. The protests culminated in the overthrow of Muamar Gaddafi's rule in Libya, Egyptian President, Hosni Mubarak and Ben Ali of Tunisia. The protests also engendered economic and social rights for citizens of Oman, Morocco, Bahrain and Saudi Arabia.

Conclusion

From the literatures so reviewed, it could be safely concluded that citizen journalism is highly practised in Nigeria, and it has much influence, negative and positive, on mainstream journalism in all parts of the world. Besides, since it is street and participatory journalism, practiced by untrained or unprofessional individuals, it often damages the reputation of many notable people and organisations, even as it is eroding the confidence reposed on the mainstream media as a noble profession. It is a huge threat to media credibility since it is not governed by any ethics or sense of social responsibility. It has also been found to be full of incivility and savage information buoyed by digital aggression.

It is strongly recommended that a form of training, formal or informal, be acquired or organised for citizen's journalists to acquaint them with basic ethical and professional skills in media practice, while mainstream media practitioners ensure regular training in the use of technology to enhance the discharge their duties more effectively and operate ahead of citizen's journalists. Mainstream media must also ensure inclusiveness in their reporting by granting all segments of the society adequate reportage.

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**Outdoor Advertising and 2019 Gubernatorial Election in Lagos
State, Nigeria**

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Abstract

In democracies, political campaign is often referred to as an organised effort, which seeks to influence the decision of voters towards a particular political party or candidate in an election. The essence of a political campaign is to ensure that electorates who agree with a political party or candidate's ideas support them when running for political positions. A political campaign is an organised effort which seeks to influence the decision making progress within a specific group. In democracies, political campaigns often refer to electoral campaigns, by which representatives are chosen or referendums are decided. In modern politics, the most high-profile political campaigns are focused on general elections. A gubernatorial election is otherwise called governorship election. Report and records showed that 41 candidates of various political parties jostled and contested to become the governor of Lagos State which was held on Saturday, 2nd March, 2019. It may be inappropriate to hold the opinion that outdoor advertising was not effective in political campaigns undertaken by political parties and candidates during the 2019 gubernatorial election in Lagos State, Nigeria. Just like broadcasting, outdoor advertising is a mass-market medium. Overtime, it has proven to be

an efficient medium for creating awareness and public enlightenment for any given cause, especially socio-political and economic campaigns around the world. Over the years, outdoor advertising has proven to be an efficient medium needed to create awareness and public enlightenment in terms of altering voters' perception and decision that will bring about political change.

Keyword: *Outdoor advertising, Political campaign, Effective political campaign, Gubernatorial election*

Word Count: 293

Introduction

In democracies under which a government is chosen by voting in an election, political campaign is often referred to as an organised effort, which seeks to influence the decision of voters towards a particular political party or candidate in an election ¹. The essence of a political campaign is to ensure that electorate who agrees with a political party or candidate's ideas support him when running for a political position ².

Since the power to decide the winner in any election resides with the voters, and the fact that it is pertinent for voters to agree with a particular political party or candidate's ideas before he choose such makes political parties and or candidates alike resort to engaging voters through political campaigns whose channel is outdoor advertising.

Generally, advertising has to do with informing the people about the existence of something, so as to draw attention to it; it is giving of notice, so as to draw attention ³. Advertising is a non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media ⁴. Advertising is a tool of marketing for communicating ideas and information about goods and services to an identified group or sponsor, which employs paid space or time in the media or uses another communication vehicle to

carry its message⁴. Advertising is not neutral, it is not unbiased; it says: “I am going to sell you a product or an idea⁴.”

However, outdoor advertising, in its nature, reaches the consumer / public when he or she is outside of the home⁵. The consumer accesses messages and images on display while in mobility, either as a pedestrian or in vehicles. Just like broadcasting, outdoor advertising is a mass-market medium. Overtime, it has proven to be an efficient medium for creating awareness and public enlightenment for any given cause, especially socio-political and economic campaigns around the world⁵.

Outdoor advertising helps political campaigns with wide spread and repeated frequency of its messages containing several talking points and ideas that tends to grab voters attention and create lasting impression on them through posters, billboards, etc that are usually positioned at many conspicuous locations⁵. Apparently, Lagos State, electorates, during the 2019 gubernatorial electioneering, indeed had a feel of the potentials of outdoor advertising, as they were overwhelmed by attention-seeking political campaigns and electoral information from political parties, candidates and gladiators alike. Consequently, the main objective of this paper is to examine whether outdoor advertising was effective in providing political campaigns during the 2019 gubernatorial election in Lagos State, Nigeria.

In almost every country of the world, Nigeria inclusive, during electioneering periods, the people anticipate political campaign awareness and electoral information from political parties, candidates and gladiators alike. For these reasons, so much demand is placed on sponsored or paid advertisements in driving home pertinent and required information to the public in order to sensitise and enlighten them about different political parties choices, decisions and activities.

During these electioneering periods, outdoors advertising is utilised as a positioning technique to show the differences among key players in the

political scenes, such as how one politician, party or candidate is different from one another in order to help voters reach informed decisions of choosing and voting the most credible candidates that would advance their social, political and economic lives.

However, despite huge investment on outdoor advertisements by political parties towards guiding the decisions of the electorates appropriately during the 2019 gubernatorial electioneering in Lagos State, Nigeria, there was still a record of ample vote-buying between politicians and voters alike on the day of the election proper. Thus, it appeared as if there were no effective political campaigns capable of positively enlightening the voters towards making appropriate electoral decisions during the build-up.

Consequently, this paper attempts to examine whether outdoor advertising was effective in providing political campaigns during the 2019 gubernatorial election in Lagos State, Nigeria or not.

Concept of Political Campaign

A political campaign is an organised effort which seeks to influence the decision making progress within a specific group. In democracies, political campaigns is often referred to as electoral campaigns, by which representatives are chosen or referendums are decided. In modern politics, the most high-profile political campaigns are focused on general elections².

Nature of Political Campaign Message - The message of the campaign and are repeated frequently in order to create a lasting impression with the voters². Most campaigns prefer to keep the message broad in order to attract the most potential voters. A message that is too narrow can alienate voters or slow the candidate down with explaining political campaign contains the ideas that the candidate wants to share with the voters¹. The message often consists of several talking points about policy issues. The points summarize the main ideas of details. The avenues available to political campaigns when distributing their messages is limited

by the law, available resources, and the imagination of the campaigns' participants. These techniques are often combined into a formal strategy known as the campaign plan. The plan takes account of a campaign's goal, message, target audience, and resources available. The campaign advertising draws on techniques from commercial advertising and propaganda, also entertainment and public relations, a mixture dubbed politainment. The campaign will typically seek to identify supporters at the same time as getting its message across ⁶.

Political Campaign Team - In a modern political campaign, professionals are consulted and campaign team, organisation or committee is formed as a coherent structure of personnel in the same manner as any business of similar size ². Political campaign consultants or experts are saddled with the responsibilities of advising on virtually all activities, from research to field strategy. Consultants conduct candidate research, voter research, and opposition research for political parties and candidates alike. A political campaign team (which may be as small as one inspired individual or a heavily resourced group of professionals) considers how to communicate the message of the campaign, recruit volunteers, and raise money ².

Determining Factors of Political Campaign Messages and Audience

Another modern campaign method by a political scientist Joel, Bradshaw, he points out four key propositions for developing a successful campaign strategy ².

- i. Electorates should be divided into three groups: the candidate's base, the opponent's base, and the undecided.
- ii. Past election results, data from registered voter lists, and survey research should be sourced in order to make it possible to determine which people fall into each of these three groups.
- iii. Need to secure or get the support of all people.
- iv. Identification of how to win the votes of the electorates during the election and implementation to create the circumstances to bring about victory.

Political Campaign Media Management - Media management refers to the ability of a political campaign to control the message that it broadcasts to the public. The forms of media used in political campaigns can be classified into two distinct categories: “paid media” or “earned media.” Paid media refers to any media attention that is directly generated from spending. This form of media is commonly found through political advertisements and organized events. An advantage of paid media is that it allows political campaigns to tailor the messages they show the public and control when the public sees them. Campaigns often prioritize spending in contested regions and increase their paid media expenses as an election approaches. Electoral campaigns often conclude with a “closing argument ad”, an advertisement that summarizes the campaign’s core themes and explains the candidate’s vision for the future. In the 2020 election, Joe Biden’s “Rising” ad started with him saying, “We’re in a battle for the soul of this nation” and a worker in Donald Trump’s Pennsylvania ad stated, “that will be the end of my job and thousands of others” if Trump lost.

Earned media describes free media coverage, often from news stories or social media posts. Unlike paid media, earned media does not incur an expense to the campaign. Earned media does not imply that the political campaign is mentioned in a positive manner. Political campaigns may often receive earned media from gaffes or scandals. In the 2016 United States’ Presidential Election, majority of the media coverage surrounding Hillary Clinton were focused on her scandals, with the most prevalent topics being topics related to her emails.

Experts say that effective media management is an essential component of a successful political campaign. Studies show that candidates with higher media attention tend to have greater success in elections ⁷. It is also important to note that each form of media can influence the other. Paid media may raise the newsworthiness of an event which could lead to an increase in earned media. Campaigns may also involve spending money to emphasize stories circulating through media networks. Research suggests that neither form of media is inherently superior. However, a

2009 study found that media coverage was not significantly more effective than paid advertisements.

Types of Political Campaigns

- i. **Informational campaign** - An informational campaign is a political campaign designed to raise public awareness and support for the positions of a candidate (or her/his party). It is more intense than a paper campaign, which consists of little more than filing the necessary papers to get on the ballot, but is less intense than a competitive campaign, which aims to actually win election to the office. An informational campaign typically focuses on low-cost outreach such as news releases, getting interviewed in the paper, making a brochure for door to door distribution, organizing poll workers, etc. An informational campaign, by contrast, may involve news releases, newspaper interviews, door-to-door campaigning, and organizing polls.
- ii. **Paper campaign** - A paper campaign is a political campaign in which the candidate only files the necessary paperwork to appear on the ballot. The purpose of such a token effort may be simply to increase name awareness of a minor political party, to give voters of a certain ideology an opportunity to vote accordingly, or to ensure that the party has candidates in every constituency. It can be a cost-effective means of attracting media coverage. Paper candidates do not expect to be elected and usually run simply as a way of helping the more general campaign. However, an unexpected surge in support for the party may result in many paper candidates being unexpectedly elected.

Understanding Outdoor Advertising

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However, outdoor Advertising in its nature reaches the consumer / public when he or she is outside of the home. The consumer accesses messages and images on display while in mobility, either as a pedestrian or in vehicles. Just like broadcasting, outdoor advertising is a mass-market medium. Overtime, it has proven to be an efficient medium for creating awareness and public enlightenment for any given cause, especially socio-political and economic campaigns around the world ⁵.

Roles of Outdoor Advertising in Political Campaigns

- i. Grabs audience's attention (voters) and create lasting impression on them through posters, billboards, among others, that are usually positioned at many conspicuous locations ⁸.
- ii. Wide spread and repeated frequency of its messages containing several talking points and ideas ⁸.

Understanding Gubernatorial Election

A gubernatorial election is otherwise called governorship election. The word "gubernatorial" Varably to a governor, just as "presidential" is to a president. Gubernatorial is only the adjective pertaining to a governor. And it is from the Latin root gubernare. A governor is the elected leader of a state in Nigeria and United state of America. In Nigeria, an elected governor is, in most cases, a public official with the power to govern the executive branch of a non-sovereign or sub-national level of government, ranking under the head of state. The constitutional power conferred on an individual governor in Nigeria allows for a control over the entire state government.

Hence, the essence of a gubernatorial election is to choose a preferred candidate during a contest among several others into a position of the

governor of a state, the kind which occurred in 36 States of Nigeria, and by extension Lagos State in 2019 which is the subject matter in this paper.

2019 Gubernatorial Election in Lagos State

Report and records showed that 41 candidates of various political parties jostled and contested to become the governor of Lagos State in 2019. The gubernatorial election in Lagos State was held on Saturday, 2nd March, 2019 ⁹.

The most popular among the 41 candidates are:

- APC - Babajide Sanwo-Olu
- PDP - Jimi Agbaje
- ADP - Babatunde Gbadamosi
- AA - Joseph Beckely
- ADC - Olumuyiwa Fafowora
- YPP - Princess Adebisi Ogunsanya.

Results of 2019 Gubernatorial Election in Lagos State, Nigeria – INEC

- APC - Babajide Sanwo-Olu: 739,445 Votes (76.65%)
- PDP - Jimi Agbaje: 206,141 Votes (21.09 %)
- ADP - Babatunde Gbadamosi: 4,780 Votes (0.49%)
- AA - Joseph Beckely: 4,122 Votes (0.42%)
- ADC - Olumuyiwa Fafowora: 3,544 Votes (0.36%)
- YPP - Princess Adebisi Ogunsanya: 1,604 Votes (0.16%)
- Turnout - 1,122,416 votes
- APC - Hold Swing ¹⁰.

Review of Lists of Popular Outdoor Advertising Strategies Used During Gubernatorial Election in Lagos State

- i. Billboards
- ii. Bus-stop houses and benches
- iii. Mobile advertisements on buses and taxis (interiors and exteriors)

- iv. Lamp-posts
- v. Celebrity endorsements
- vi. Wall-posters
- vii. Digital Advertising - Digital billboards
- viii. Hand-bills
- ix. Strip Advertisements on Bridges / Flyovers, among others.
- x. Wall paintings.
- xi. Town criers.
- xii. Musical Stage Shows
- xiii. Wrists Elastic Bands
- xiv. Human Billboards (T-Shirts and Face-caps wearing and displays)

Conclusion

It would be inappropriate to hold that outdoor advertising was not effective in political campaigns undertaken by political parties and candidates during the 2019 gubernatorial election in Lagos State, Nigeria. Over the years, outdoor advertising has proven to be an efficient medium needed to create awareness and public enlightenment in terms of altering voters' perception and decision that will bring about political change.

Eventually, during the 2019 Gubernatorial Electioneering, Lagos State's residents were overwhelmed by several campaign posters and billboards of various political parties and candidates that were positioned at many conspicuous locations or sites seeking for the attention, supports and votes of the masses. In several publications, Lagos residents observed and noted that Babajide Sanwoolu, the APC candidate in the gubernatorial election whose outdoor advertising campaigns and efforts outweighed that of other candidates from other political parties, was declared winner by the electoral umpire INEC.

The import of Lagos State residents' observation was that Babajide Sanwoolu, the APC candidate in the gubernatorial election, succeeded in gathering the most popular voters' preferences and required votes owing

to his political campaigns activities through blazing outdoor advertisements which outweighed that of other candidates from other political parties.

The effectiveness and importance of outdoor advertising in political campaigns cannot be overestimated as the success of any political campaign could be said to be dependent on the wide spread and repeated frequency of its messages containing several talking points and ideas, grabbing of voters' attention and creation of lasting impression on them which outdoor advertising through posters and billboards, etc provides. Therefore, it is safe to conclude that outdoor advertising was effective in political campaigns conducted by political parties and candidates during the 2019 gubernatorial election in Lagos State, Nigeria.

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