

**IMPACT OF PUBLIC RELATION IN
REPAIRING ORGANIZATION IMAGE IN
NIGERIA**

**(CASE STUDY OF KWARA STATE
POLYTECHNIC ILORIN)**

BY

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CERTIFICATION

This is to certify that this research work has been read and approved as meeting the requirement for the award of Higher National Diploma (HND) Mass Communication Department, Institute of Information and Communication Technology, Kwara State Polytechnic, Ilorin.

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DEDICATION

This research work is dedicated to Almighty Allah for his mercy on me. It also dedicated to my beloved parents for their care and support right from my childhood.

ACKNOWLEDGEMENT

I would like to also extend my heartfelt gratitude and appreciation to Almighty God and to all those who contributed to the successful completion of my final year project for the Higher National Diploma (HND) program. This project has been an incredible journey, and i could not have accomplished it without the support and guidance of numerous individuals

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ABSTRACT

The purpose of this study was to appraise public relations activities in tertiary institutions, a case study of the kwara state polytechnic ilorin. The objective of this study is to appraise the public relations activities in building a good image for the kwara state polytechnic on the image of the institution and to examine the level of students, staff and management relations in the institution. To guide this study a review of Literature was done to expose the researcher to what has already been done to ensure a solid conclusion for the study. A structured questionnaire were developed and administered by the researcher to the respondents comprising the external public, staff and students of Kwara state polytechnic. Bowleys formula was used to determine the sample size for the staff and students while Topman's formula was used to determine the sample size for the external public. The data collected were from both primary and secondary sources and were duly analysed and presented in a manner in which they could be easily understood and applied by whoever is interested in the work and its findings. Chi-square was used to test the hypotheses formulated. From the analysis the following findings emerged: (a) The organization did not define the role of the staff/ management.

Absolute dissatisfaction with salaries/ wages administration for lecturers and other staff. (b) Public relations practice of Kwara state polytechnic has led to industrial harmony, this is evidenced by the fact that there has not been major strikes for a long time. Public relation practice of Kwara state polytechnic impacts positively on customers patronage of the Institution. Based on the above findings, the researcher made the following recommendations that: (a) Kwara state polytechnic public relations department should be well funded, this will enable them to acquire more sophisticated equipment like computers, television, radio, public address system, printing machine, photocopying machine and so on for improving their public relations activities. (b) Public relation as a management philosophy should be understood to include all efforts towards achieving organizational goals and objectives as a means of ensuring that all the departments of other organizations are made to understand that their actions are

what other publics will use in rating the organization. (c) Whatever policies or rules the institution has regarding promotion, discipline, dismissal and transfer should be followed strictly and accordingly to avoid lapses. The institution should seek to operate in time or provide better motivational facilities than other similar Institutions. It is the researcher's belief that public relations is a potent tool for marketing of goods and services. Kwara state polytechnic must embrace it for the satisfaction of its numerous public. Having tabled the above findings and recommendations, the researcher therefore concludes that the onus is on the management to implement the recommendations to ensure continued satisfaction of its various publics.

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CHAPTER ONE

1.1 BACKGROUND OF STUDY

The British Institute of Public Relations, cited in Yaroson and Asemah (2020) defines public relations practice as the deliberate, planned and sustained effort to establish mutual understanding between an organisation and its publics. Public relations describes any form of communication which is aimed at bringing about goodwill and mutual understanding between an organization and its publics. As a planned communication, it concerns every organization, whether commercial or noncommercial, government inclusive. This is because, every organization needs to create a favourable image for itself before its internal and external publics for successful operation (Dayo, 2019).

Corporate image is closely related to brand equity. In general, corporate image is considered an asset which gives the organization a chance to differentiate itself aiming to maximize their market share, profits, attracting new customers, retaining existing ones, neutralizing the competitors' actions and above all their success and survival in the market (Bravo et al., 2019; Sarstedt et al., 2020). Customer satisfaction has been defined in two ways: either as an outcome or as a process. The outcome definitions characterise satisfaction as the end-state resulting from the consumption experience. Customers' willingness to maintain a relationship with a organization is contingent on their perception of the benefits of a high relationship quality, satisfaction with a relationship, and the benefits of a relationship that provide a continuous flow of value (Zeithaml, 2000). One of the greatest challenges facing firms today is how to gain an advantage over competitors in satisfying customer needs. This is being driven primarily by more demanding customers (Herington, Johnson and Scott, 2006). Attracting new customers remains an important marketing management task. However, today's companies must also focus on retaining current customers and building profitable, long-term relationships with them. The key to customer retention is superior customer value and satisfaction (Khodarahmi, 2021).

Loyal customers are more likely to repurchase the same service or brand, provide positive word-of-mouth and be willing to pay a premium price (Kwon and Lennon, 2010). Modern organisations are increasingly becoming customer-oriented and are embracing marketing initiatives that seek to understand, attract, retain and build intimate long term relationship with profitable customers (Kotler, 2006). Customer-centric business organizations are interested not just in getting new customers but more importantly, retaining existing customers through customer satisfaction and loyalty. Competition in many service industry contexts forces firms to move beyond competing based on cost, to competing based on superior quality that satisfies and exceeds customer requirements (Lovelock & Witz, 2019). The thought of public relations as the management of the relationship between an organisation and its key publics has found enough explanation in public relations text and in the scholarly literature of the discipline. In the relationship management

perspective, public relations is seen as an organisational function whose primary focus is to initiate, develop and maintain relationship between an organisation and its key publics (Amponsah, Asamoah and Isaac, 2018).

A polytechnic is established for a purpose which is expanding the frontier of knowledge and contributing to the advancement of the society. In academic climes. The goals are listed as teaching, research and community service. However, the institution has some component units that help to achieve these goals. In the sameway, the university has publics, which are the students, the academic and non-teaching staff, its host community, the donors, international community (since the walls of the university is the universe), its sponsors (in this case the government, individual or corporate owners), among others. The public relations unit helps to create and sustain mutual relationships between the university and these publics. In the case of Kwara State polytechnic, it is a polytechnic that wants to be seen to be different from a typical Nigerian university. It therefore has a major challenge of convincing the local and national population that it is indeed different. There is no doubt that its major problem would be to find the most effective way of disseminating news, relating with people from around the world, convincing them and sustaining such conviction about its difference.

Edoga and Ani (2023) noted that a company should deliberately place and execute a continuous public relations programme to develop a good relation between it and the various public amongst sought with public relation. Stressing the position of public relations in the country, Olakunori (1999:194) noted that most officials occupying the public relations of various organizations in the country today are not professionals; they generally have a fair knowledge of what they are supposed to do.

Kwara state polytechnic as an institution or organization has the students, members of its staff, parents teachers association, the management, the host society, the state and the federal government, Nigeria Universities Commission (NUC) etc as its relevant publics. This implies that the activities performed by IMT in one way or the other affect these aforementioned various publics. Therefore in order to maintain its public relation with those bodies, IMT must at all times try to create rapport and understanding or goodwill with all those bodies. This, it will do through proper information circulation between itself and those various relevant public to it. This can be done by allowing the free flow of information paying of salaries as and when due to its staff, engaging in proper and standard academic work, abiding by the rules and regulations of NUC in the performance of its activities

1.2 STATEMENT OF PROBLEM

Corporate organisations have been embarking on Public Relations to create and maintain a mutual understanding with their public. Corporate image or customer satisfaction is the single most important issue affecting organizational survival. The problem is that most past

studies or researchers focus on either public relations and corporate image or public relations and customers' satisfaction. Corporate image and customers' satisfaction is a separate entity which needs to be discussed and dealt with. A good corporate image is usually regarded as essential for the existence of an organization. The success and failure of a corporation depends on its relationship with its public, consumers, employees, stockholders, governments, community, distributors, suppliers and others. A favourable corporate image creates confidence in an organization, occasional troubles in tertiary institutions has become the order of the day, but kwara polytechnic has always remained in section despites the occasional occurrence of these ugly indicators.

This research has observed that in so many organizations, management neither recognizes nor appreciates public relations efforts in building and projecting corporate image and good reputation in Nigeria. It has also been reported that the management's attitude is lukewarm and nonchalant towards the public relations department and its activities. Besides, they don't want to spend money on its activities such as organizing seminars, workshops, symposium etc because of the erroneous and selfish belief that public relations efforts bring little benefits to the corporate image of the organization. Whereas the public of an organisation remain a power, bedrock of every successful organization which a serious institution must never toy with. The instability in our political and economic environment creates problems of insecurity and uncertainty.

Hence, this study to find out the impact of public relations in building corporate image and audience satisfaction, using kwara state polytechnic as a study.

1.3 OBJECTIVE OF THE STUDY

The broad objective of this study is to examine the impact of public relations in building corporate image in kwara state polytechnic. Others includes:

- I.To find out the impact of public relations in building corporate image and public satisfaction in kwara state polytechnic Ilorin.
- II.To examine how effective public relations practice in kwara state polytechnic is influencing students and employees satisfaction.
- III. To know how public relations helps in creating a mutual understanding between a corporate organization and its publics.
- IV. To find out the degree to which public relations helps to maintain mutual understanding between a corporate organization and its publics.

V. To examine the relationship between public relations, corporate image and customers' satisfaction.

1.4 RESEARCH QUESTION

I. How does public relations help in creating a mutual understanding between a corporate organization and its publics?

II. What is the degree to which public relations helps to maintain mutual understanding between a corporate organization and its publics?

III. What is the relationship between public relations, corporate image and customers' satisfaction?

IV. What are the relevance of public relations in building corporate image and Public satisfaction in kwara state polytechnic?

V. To what extent has public relations practice in Kwara state polytechnic been effective to influence public satisfaction ?

1.5 SCOPE OF THE STUDY

The study investigates the impact of public relation in repairing kwara state polytechnic image which has been narrowed in scope to Ilorin East local government, Kwara State. Thus, the geographical location of this study is Ilorin East local government, Kwara State. Hence, the choice of this location is due to the proximity to the researcher, inadequate time and funds among other logistics to study much local government in Kwara State. However, the demography of the staff and management of Ilorin East local government, Kwara State will be investigated such as: age, sex, working experience, academic qualification considered before the distribution of questionnaires.

This concentrates on the public relations role in improving the image of kwara state polytechnic as an institution. However in view of limited time and other emphasis was placed on the kwara state polytechnic However, it will be noted that only the academic and non academic staff, outsiders and the school of business studies which the researcher thinks that it is large and representative enough to cover all the schools in kwara polytechnic.

1.6 SIGNIFICANCE OF THE STUDY

The most outstanding hope of this study is that its findings will be of immense benefit to students, lecturers and the staff of management of tertiary institutions. This will help to minimize conflicts in the institutions. The study also gives an insight into the problems and

practice of public relations in institutes of higher learning. The study by its objectives will not only assess the effectiveness of classified public relation, but all its application and uses generally. Therefore, when successfully carried out and documented, this study will serve as a source of relevant information to many institutions and organizations on ways of using public relations.

Finally, public relation practitioners have been deprived of excellent performance in their operation because of scanty and insufficient data and inadequate literatures availability in this area. This study when successfully completed and adequately supervised will be an addition to essential literature needed in public relation – a vital area of marketing communication. Public relations practitioners and consultants will therefore use it extensively for referencing. Based on forgoing, it becomes indisputable that the need for this study is worthwhile.

1.7 DEFINITION OF KEY TERMS

Public Relations: This is a department or unit that is saddled with the responsibility of planning and sustaining mutual to establish and maintain mutual understanding between an organization and its public.

IMPACT: This refers to the functions or contributions of public relations to kwara state polytechnic.

REPAIRING: To put something that is damaged, broken, or not working correctly, back into good condition or make it work again.

ORGANIZATION: An organized group of people with a particular purpose, such as a business or a government department.

IMAGE: This refers to the overall perception and understanding of the social structure and dynamics within a community or nation, particularly from the perspective of different social classes and their relationships with one another.

CHAPTER TWO

LITERATURE REVIEW

2.1 CONCEPTUAL FRAMEWORK

PR practice involves the planned and sustained efforts to establish and maintain mutual understanding between an organization and its public (Grunig, 2000; Osibanjo, Salau, Falola, & Oyewunmi, 2016). PR as a discipline is also seen as the activities that foster and encourage a meeting point for service users, service receivers and staff and management of an organization (Bruning & Lambe, 2018; Sacdeva, 2019). PR activities include all efforts mobilized towards a mutual relationship within and outside systems in an organization, which is largely facilitated and coordinated under the principles of communication. Hence, communication becomes a pivotal tool through which public relation and its activities are realized (Cutlip et al., 2000; Otubanjo et al., 2010).

This research looks into the impact of public relations in building the image of kwara state polytechnic.

2.1.1 CONCEPT OF PUBLIC RELATIONS

Cutlip, Centre and Broom, in their classical book, *Effective Public Relations*, (1994) defines public relations as “the management function that establishes and maintains mutually beneficial relationships between an organization and the publics on whom its success or failure depends”. This definition clearly underlines the fact that public relations is a two-way process between an organization and its identified publics that is meant to benefit both parties. In other words, mutual understanding requires, by definition, two-way communication.

The British Institute of Public Relations (BIPR) defines public relations as “the deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its publics”. This definition suggests that public relations is not a haphazard endeavor. It is a process that is deliberately planned to achieve a given goal or objective, which is mutual understanding between an organization and its publics and must be planned. “Sustained effort” means that a process does not end until it has achieved its objectives. This means that as a public relations officer, you must always endeavor to carry our plans to a logical end, despite any difficulties you may encounter in the process.

Another definition of public relations is given by a Frank Jefkins British author: who says that “public relations consist of all forms of planned communication both inward and outward between an organization and its publics for the purpose of achieving objectives concerning mutual understanding”. In this definition “inward and outward communication” consists of a two-way communication that involves the organization and its internal and external public.

The Mexican statement defines public relations as the art and social science of analyzing trends, predicting their consequences, counseling organization's leaders as well as implementing a planned programme of action which serves both the organization and the public interest. This definition was adopted at the First World Congress of National Public Relations Associations held in Mexico in 1978. This definition is accepted to be broad, all-embracing and multidisciplinary. It suggests that public relations takes expertise and knowledge from the social sciences and arts. For instance, the survey method has become very useful in public relations to find out peoples' opinions, attitudes and beliefs in order to predict human behaviour.

A notable public relations practitioner referred to in one of our earlier definitions summarized most of the public relations definitions as "Good Performance that is publicly appreciated". In other words, public relations can be seen as doing good and then getting credit for it. He observes that public relations could succinctly be expressed as;

P = Performance

R = Recognition

That is good performance that is publicly appreciated: That is public relations consists of all actions taken to promote a favourable relationship with the publics of an organization.

2.1.2 HISTORY OF PUBLIC RELATIONS

Lattimore et al (2004) traced the beginning of PR to the use of persuasive skills of ancient Greek rhetoricians and ancient Egypt.

According to Sage (2021), When America was a British colony in the late 1700s, PR tactics like the Boston Tea Party "event" led by Sam Adams (called by some historians the "father of press Agency") built support for the American Revolution by encouraging dissent and disagreement with British rules and regulations. Thomas Paine's Common Sense, an influential pamphlet on American Independence, may have been the first political communications campaign and an early example of PR as activism.

According to Cutlip et al (2000) the term propaganda was established in the 17th century when the Catholic Church set up its congregation de Fides (Congregation for propagating the Faith). Persuasion has been an element of PR, used to direct and influence the public and as well as their opinions for centuries. Lattimore et al (2004).

In the 1800, PR moved into what is often referred to as the "Golden Age of Press Agency." According to fellow (2012), the rise of press agency was marked by maturation of political campaigns and advertising as well as employment by business and industry of public relations writers where private interest wanted to influence public press.

The period saw the rise of the press agents, whose job it was to "hype" companies, products, entertainment and/or "celebrities" by almost any means necessary. Tactics deployed during this era were noticeably short on ethics and focused on achieving publicity. Exaggeration, lies, and outright fabrication became common practice among many of these "publicists" along with free

tickets, gifts, or other means to get reporters to write positive stories about their clients. Characters like Davy Crockett, Daniel Boone, Annie Oakley, or Buffalo Bill were created or their exploits exaggerated to sell tickets, win votes, or get coverage. Unfortunately, for many people today, this image remains as their principal perception of PR professionals. (Sagepub.com, 2021).

One of the best-known figures from these freewheeling times was P. T. Barnum is considered the Great American Showman whose namesake circus and museum continued to operate long after his death. P. T. Barnum, of circus fame, made his mark by originating and employing many publicity or press agency tactics to generate attention for his shows and attractions. Barnum was famous for coining the phrase, “There’s no such thing as bad publicity.” He was even known to pen letters to the editor under an assumed name, outing some of his attractions as hoaxes just to generate publicity and keep a story alive. Unfortunately, Barnum’s ethics left much to be desired.

In the 20th century, the public information model enlightened public relations practice which shifted towards truth and accuracy in communications.

The public information model is characterized by the use of press releases and other one-way communication techniques to distribute organizational messages through in-house journalists. The two-way symmetrical model uses research with publics to facilitate understanding and communication, whereas a two-way asymmetrical model uses research to determine the messages most likely to persuade publics (Grunig & Grunig, 1992). The long-standing assignation in the field of public relations posited by Grunig and Grunig (1992) is that "organizations should practice two-way and symmetrical communication when their environments are complex and turbulent" The two-way symmetrical model uses research with publics to facilitate understanding and communication, whereas a two-way asymmetrical model uses research to determine the messages most likely to persuade publics (Grunig & Grunig, 1992). “organizations should practice two-way and symmetrical communication when their environments are complex and turbulent” (Grunig and Grunig 1992, p. 298).

2.1.3 PR RELATIONS PRACTICE IN NIGERIA

The practice of PR in Nigeria is developing rapidly. Historically, PR can be traced to the emergence of Kano Chronicle, a palace-centered monthly publication which was first published in Hausa language (with Arabic letters) in 1503. Publication of the Kano Chronicle continued for many years before it stopped. It is believed that Kano Chronicle predates Iwe Irohin, which was first published in 1859 (Kperogi, 2016). Generally, three main categories of PR practice are identified in Nigeria (Otubanjo et al., 2010) as in other parts of the world, namely in-house PR services, PR consulting and freelancing (Igbinoba, Falola, & Osibanjo, 2018).

In-house PR (which is the focus of this article) involves the provision of reputation and image management services to corporate organizations such as tertiary institutions of learning by promoting the organizations in which they are located. In-house PR activities include planning, developing and managing overall corporate PR plans as well as managing internal and external communication activities. PR consultancies involve working with many corporate organizations by contesting for clientele with other consulting corporations. Historically, freelance PR basically involves and is confined to press relations. Freelance PR, many of whose practitioners are self-employed journalists originates in the early stages of press journalism in Nigeria. This situation remains largely unchanged nowadays: while specialization is the practice in developed societies, in Nigeria, the PR industry is still largely dominated by general PR practices (Brody, 2005; Otubanjo et al., 2010).

However, a couple of new trends in PR consulting specialization and corporate affiliation (the latter especially among PR consulting firms) are emerging in the country, with some PR corporations currently offering specialized image-making services (especially, media relations, financial PR, marketing PR) for numerous industries as well as many PR corporations affiliating to giant multinational PR agencies, e.g., JSP Corporate Communications is affiliated to Hill and Knowlton (UK), Sesema Public Relations is affiliated to Edelman Public Relations (a world class PR agency). The affiliation is mainly hinged on the need for training, professionalism, manpower development and access to a global affiliation network (Brody, 2005; Molleda & Alhassan, 2005; Otubanjo et al., 2010).

2.1.4 FUNCTION OF PUBLIC RELATIONS

Identifying, interpreting and evaluating public opinions, attitudes, and feelings about prominent individuals, corporate organisations, government and communities.

Imitating, planning and executing special events or programmes on short, medium and long term basis for the purpose of winning publics' consent and/or sympathy for a noble cause. Sufficiently informing various publics about the policies, activities and future plans of governments, organisational and community leaders.

Engaging in conflict management and crisis settlement and warding off negative trends and press reports likely to mar the image and reputation of an organisation, government/or community. Providing level playing ground for healthy interactions between management of an organisation and/or government functionaries and their respective public and subjects.

Maintaining a favourable relationship between an organisation and the mass media and by doing so, guard against engaging in negative and damaging mass media war.

Helping to balance organisational vis-a-vis government interest with that of the publics-cum-subjects for optimum relation.

Striving to achieve a safe organisational social climate by engaging in community relations needed to enhance business motives of corporate organisations.

2.1.5. TWELVE ATTRIBUTES OF EXCELLENT ORGANISATIONS AND THEIR IMPLICATIONS FOR PR PRACTICE

HUMAN RESOURCE (HR): Excellent organizations empower people by giving employees autonomy, and allowing them to make strategic decisions. They also pay attention to personal growth and quality of life of employees.

Grunig et al noted that: “Empowering of people through job autonomy and participation in decision making long has been a critical variable in theories on job satisfaction, morale and communication in organizations”

ORGANIC STRUCTURE: Authorities have categorized organizations into mechanical and organic. Organic organizations have few reporting relationships, less hierarchical, decentralized, less formalized, less stratified and less complex. Employees in organic organizations are more innovative and have greater job satisfaction and morale. They also promote the entrepreneurship drive amongst the employees. Implications for PR practice Organic structure is closely related to the use of human resource in organizations. Although organic structures alone cannot predict that PR practice would be excellent, evidence has proved that PR cannot survive in mechanical organizations. Also, excellent internal communication is so entwined with organic structures that the communication system is actually a structural characteristic of organizations.

INTRAPRENEURSHIP: Authors on organizational excellence have defined an excellent organization as one that is entrepreneurial and that cultivates innovations that develop organic structures and cultivate human resources. Pinchot (1985) coined the term, „intrapreneur“ to describe entrepreneurs who work inside an organization “those who take hands-on responsibility for creating innovation of any kind within an organizations

SYMMETRIC COMMUNICATION SYSTEM: Two-way communication is characterized by dialogue, negotiations, listening and conflict management rather than through persuasion, manipulation and giving of orders. Writers on organizational communication note that two-way communication is critical in communicating with certain critical groups such as employees and customers through which they stay close to them. Symmetrical communication is also considered a sign of good/effective leadership.

LEADERSHIP: Excellent organizations have leaders who rely on networking and „management by-walking around“ rather than authoritarian systems. Excellent leaders give people but minimize „power politics“. At the same time, excellent leaders provide a vision and direction for the organization, creating order out of the chaos that empowerment of the people can create. “Leaders are leaders, that is, because they set a vision and then empower everyone in the organization to participate in shaping and implementing that vision” Grunig et al (2020, p. 234).

STRONG PARTICIPATIVE CULTURES: Employees of excellent organizations have a sense of mission. They are integrated by a strong culture that values human resources, organic structures, innovation and symmetrical communication. It is expected that leaders “develop and live an enabling and empowering vision” (p.236). Strategic thinking and culture building are the essence of excellence. Cultures should stress integration, participation and collaboration as central values of the organization. Organizational culture determines the extent of the boundary spanning role of the PR practitioner. Whether PR is part of management & the dominant coalition is determined by organizational culture. Externally, both PR practitioners and their management must know the prevailing cultures in the organizations environment so that they can develop/devise appropriate strategic choices of constituencies as well as communication strategic choices of constituencies as well as communication strategies for interacting with these key constituencies.

STRATEGIC PLANNING: Excellent organizations strive to maximize the bottom line by identifying the most important opportunities and constraints in their environment (p.237). In developing, excellent organizations should always be externally & internally focused, always sensing change and nascent change before it „sneaks“ up on them. It is required that everyone in the organization be involved in the strategic planning and management processes. Kanser (1989) talks about strategic partnerships with stakeholders of organization, which suggests organizations & their PR practitioners should develop symmetrical communication system in relating with these stakeholders and publics.

SOCIAL RESPONSIBILITY: Social responsibility helps in completing the profile of organizations. Grunig & Hunt (1984) developed a chapter on social responsibility which they called public responsibility. Social responsibility enables organizations to become a positive force in the social and political arena. It has been said that within the last few decades, the concept of social responsibility has earned a place in the practice of corporate management. One of the major purposes of excellent PR is to balance the private interests of the organizations with the interests of publics and of society. Excellent PR does so through strategic planning and symmetrical communication programs. If excellent organizations are to be socially responsible they need excellent PR to help make them that way.

SUPPORT FOR WOMEN & MINORITIES: Excellent organizations are expected to promote the careers of women and minorities. In particular, excellent organizations in promoting the careers of females must have well-developed policies on the number of women or percentage of female employees, promotion of women, number of women in upper management, how the organization addresses sex discrimination, flexibility of the company on pregnancy and parenting etc. Organizations that value the contributions of women and minorities are more likely to have excellent PR departments. At the same time, empowering women and minorities in PR also will provide requisite variety for organizations.

QUALITY: The extent to which an organization pays attention to quality is a characteristic of excellence. Total Quality Management (TQM) is a new thinking in organizations in recent times. TQM has been related to the Japanese concept of “KAIZEN” which means continuous improvement. Kaizen means ongoing improvement involving everyone, including both managers and workers. Implementation of KAIZEN in organizations however, requires a change in corporate culture. The excellence at the workplace focuses on customer relations and the quality of that relationship. Excellent customer relations is key to excellent organizations. The quality of this relationship is that “organizations should stick to their customers” by striving for quality and sticking to known customers and markets rather than venturing into unknown or unfamiliar customers. Every PR process should be improved constantly in an excellent department. At the organizational level, it is expected that organizations will stress quality through culture and structure to promote attainment of excellence of the PR department.

EFFECTIVE OPERATIONAL SYSTEMS: The operations department of organizations are like the heart to the human body. To be able to function, organizations must develop systems and procedures to implement plans and utilize human resources. The operations department ensures the planning and the use of organizational resources to achieve organizational goals.

COLLABORATIVE SOCIETAL CULTURE: Organizations will succeed in societies whose cultures emphasize collaboration, participation, trust and mutual responsibility. Societal culture is one of the factors necessary for organizational success and excellent PR practice. „Wa“ in Japanese language means harmony. Interdependence is also depicted in Japanese culture which they refer to as „Wa“. In their use of interdependence, they also emphasize the independence of individuals in societies and groups. Societal culture has implications for organizational culture which also determines how PR is practiced and its focus. “Excellent management and excellent PR, essence, can flourish only in collaborative participative cultures” (Grunig et al, 1992, p.247). Some cultural contexts can help to change organizational culture. On the other hand, collaborative organization can also affect societal cultures done to their effectiveness. PR can promote collaboration as a culture in the organization or can export/influence the development of a participative organizational culture to the rest of the society.

2.1.6 CHARACTERISTICS OF PR INFORMATION IN NIGERIAN TERTIARY INSTITUTIONS

Arguably, it is a norm that a job in Nigerian public tertiary institutions is nobody's work and therefore does not deserve commitment. This general apathy to work among employees and staff of Nigerian public tertiary institutions has roots in the colonial era when civil servants worked to fulfill the demands of the colonial masters above every other thing, with little growth potential. However, they never got the recompense which was proportionate with their job performance. Nowadays, even though the policies and objectives are being formulated by Nigerians for Nigerian citizens' needs, the colonial attitude persists (Grunig & Grunig, 2023); Ifedili, 2023).

The story of Nigerian public tertiary institutions (universities, polytechnics, colleges of education, etc.) is that of perpetual wants and lacking. Most of these institutions suffer from lack of funding and severe lack of teaching and learning infrastructures (classrooms, lecture halls, libraries, sports facilities, dormitories, etc.), and where they exist most are overstretched and or dilapidated. These problems pose serious threats to quality staff work performance, students' academic performance and well-being. In fact, among the myriad of challenges and problems affecting the staff performance in these institutions, these particular ones have proven to be very hard nuts to crack over the years, often forcing both academic and non-academic staff to go on strike for months on end (Lawal & Atueyi, 2018; Ifedili, 2013).

For instance, in November 2018 (at the time of writing this article), members of the Academic Staff Union of Nigerian Universities (ASUU) have embarked on a total and indefinite strike over unfulfillment of a decade old funding deals with the Federal Government. Similarly, in February 2017, in a warning strike the Academic Staff Union of Polytechnics (ASUP) shut down Nigerian public polytechnics for one week over similar pleas of their ASUU counterparts, poor funding, deplorable infrastructure, inadequate manpower and absence of a national commission for polytechnics (Lawal & Atueyi, 2018). It is generally believed that work environment conditions impact job performance (Adagala & Michael, 2017; Ifedili, 2013). Hence, this article sets a background with the big picture in terms of work condition in the Nigerian tertiary institutions.

Therefore, like in other formal organizations, communication as a management function and PR as a management tool (Alfonso & Suzanne, 2008) are vital for effective running of both academic and administrative activities in tertiary institutions of learning. All public relation activities involve communication, which is needed for the smooth running of tertiary academic institutions because educational institutes are as important as other organization (Sharma, 2015). In fact, communication feedback plays an important role in job performance among employees (Wińska, 2010).

2.1.7 PR INFORMATION DIVISION OF KWARA STATE POLYTECHNIC

Information division of an organization is also the public relation department of an organization. The information division of Kwara State Polytechnic is headed by Mrs Halimat Garba. This department is a unit in Kwara State Polytechnic that is saddled with the responsibility of managing information flows within an organization so as to facilitate efficient communication, decision-making, and operations. This often includes departments or teams dedicated to managing different types of information, such as IT, data management, knowledge management, and communications. The goal of the information division of Kwara State Polytechnic is to ensure that information is effectively captured, stored, analyzed, and disseminated throughout the organization to support its goals and objectives.

The Information Division of Kwara State Polytechnic aims to serve as a bridge between the institution and its stakeholders, fostering meaningful connections and opportunities for collaboration and growth. Through strategic communication and engagement initiatives, the department seeks to promote the achievements, values, and initiatives of the polytechnic while nurturing strong relationships with students, staff, alumni, industry partners, and the wider community.

The objectives of the information division includes:

Transparent Communication: Ensure open, honest, and timely communication channels to keep stakeholders informed about the polytechnic's activities, accomplishments, and challenges.

Community Engagement: Foster a sense of belonging and pride within the polytechnic community through events, outreach programs, and collaborative projects that address local needs and priorities.

Brand Visibility: Enhance the visibility and reputation of Kwara State Polytechnic through targeted media relations, social media campaigns, and promotional activities highlighting its academic excellence, innovation, and societal impact.

Alumni Relations: Cultivate lifelong relationships with alumni by providing networking opportunities, career support services, and platforms for alumni to give back to their alma mater and mentor current students.

2.1.8 PR FUNCTION OF INFORMATION DIVISION OF KWARA STATE POLYTECHNIC

The following are some of the function of the information division of Kwara State Polytechnic:

Image and Reputation Management: Building and maintaining a positive image and reputation for the organization through strategic communication efforts.

Media Relations: Developing relationships with media outlets, journalists, and influencers to secure favorable coverage and manage any negative press.

Crisis Communication: Handling crises effectively by providing timely and transparent communication to mitigate reputational damage and maintain public trust.

Stakeholder Engagement: Engaging with various stakeholders, including customers, employees, investors, government agencies, and community members, to build relationships and foster support for the organization.

Content Creation and Distribution: Creating compelling content such as press releases, articles, speeches, and social media posts to communicate key messages and engage with target audiences.

Event Planning and Management: Organizing events, press conferences, sponsorships, and other activities to raise awareness, generate publicity, and enhance the organization's visibility.

Internal Communication: Facilitating communication within the organization by keeping employees informed about company news, updates, and initiatives to ensure alignment with organizational goals and values.

Public Affairs: Monitoring and influencing public policy and regulatory issues that may impact the organization's operations and reputation.

Brand Management: Ensuring consistency and coherence in the organization's brand messaging and identity across all communication channels and platforms.

Social Responsibility and Corporate Citizenship: Promoting the organization's commitment to social responsibility and community engagement through philanthropic initiatives, volunteer programs, and partnerships under Information Division of Kwara State Polytechnic

The unit of information division within an organization is typically referred to as a department, division, or sometimes a section or unit, depending on the organizational structure and terminology used. These divisions are responsible for managing and coordinating specific areas of information and activities within the organization.

The units under the information division of a tertiary institution can vary depending on the organization's structure and goals, but they commonly include:

Media Relations unit : This unit is responsible for Handling interactions with journalists and news outlets to manage the organization's public image through press releases, interviews, and media inquiries.

Internal Communications unit: This unit is responsible for managing communication within the organization, including employee newsletters, memos, and announcements to ensure consistent messaging and alignment with organizational goals.

Public Affairs unit: This unit is responsible for engaging with government agencies, policymakers, and regulatory bodies to influence public policy and legislation that may affect the organization's interests.

Social Media Management unit: This unit is responsible for overseeing the organization's presence on social media platforms to engage with the public, share information, and manage the organization's reputation online.

Crisis Communications unit: This unit is responsible for developing strategies and protocols for addressing and managing crises or negative publicity to protect the organization's reputation and minimize damage.

2.1.9 TOOLS OF PR INFORMATION DIVISION OF KWARA STATE POLYTECHNIC

The following are the various tools used by the information division of Kwara State Polytechnic:

PRESS RELEASE: A press release is an official statement issued by an organization or individual to inform the media about a newsworthy event, development, or announcement. It is a written communication sent to journalists and media outlets with the goal of generating media coverage and public awareness. Press releases serve as a valuable tool for organizations to control and shape the narrative around their news. They help garner media attention, reach a broader audience, and maintain transparency with the public. Journalists use press releases as a source of information for news stories, ensuring accuracy and consistency in reporting.

OFFICIAL WEBSITE: An "official website" refers to the primary and authorized online presence of an organization, institution, government agency, business, or individual. It is a website that is endorsed, recognized, or directly affiliated with the entity it represents. The official website serves as the official online platform for providing accurate and up-to-date information about the entity's activities, services, announcements, and other relevant details. For example, the official website of a university or polytechnic is the primary online platform where users can find official announcements, services, contact information, and other relevant resources.

CONTACT INFORMATION: Contact information" refers to the details that allow individuals or entities to be reached or contacted. It typically includes various means by which others can get in touch for communication, inquiries, or business purposes. Contact information may include:

Email Addresses: An electronic means of communication where messages can be sent and received.

Phone Numbers: Numeric identifiers associated with telecommunication devices, enabling voice or text communication.

Physical Address: The location where an individual or organization is physically situated. This may include a street address, city, state, and postal code.

Mailing Address: An address where physical mail or packages can be sent.

Website URL: The web address that directs users to a specific website or online platform.

Social Media Handles: Usernames on social media platforms, providing an additional means of communication.

Fax Numbers: Numeric identifiers associated with fax machines, allowing for the transmission of documents.

Contact Forms: Online forms on websites that allow users to submit inquiries or messages. Having accurate and up-to-date contact information is crucial for effective communication in various contexts, whether it be personal, professional, or organizational. It facilitates interaction, allows for inquiries or feedback, and supports the flow of information between individuals and entities. Businesses, institutions, and individuals typically provide contact information on websites, official documents, or other communication channels to ensure accessibility and responsiveness.

SOCIAL MEDIA: A "social media platform" refers to an online service, website, or application that enables users to create, share, and interact with content and other users within a digital community. These platforms facilitate communication, networking, and the exchange of information through various features and functionalities. Examples of popular social media platforms include Facebook, Twitter, Instagram, LinkedIn, Snapchat, TikTok, and Pinterest. Each platform has its unique features, user demographics, and purposes, catering to different types of content and interactions.

LECTURE AND SEMINAR: A lecture is a formal presentation or talk delivered by an expert or a knowledgeable person to an audience. It is a method of instruction commonly used in academic settings, where a speaker (usually a professor or instructor) imparts information, explains concepts, and provides insights on a particular subject. Lectures are often part of educational programs and are delivered to a group of students or professionals. They can cover a wide range of topics and are structured to convey information in a clear and organized manner.

A seminar is a more interactive and collaborative form of academic instruction. It typically involves a small group of participants, led by an expert or a facilitator, engaging in discussions, presentations, and group activities on a specific subject. Seminars provide an opportunity for participants to share ideas, ask questions, and actively contribute to the learning process. Unlike lectures, seminars encourage a two-way communication flow and aim to foster a deeper understanding of the material through active engagement and dialogue.

Lectures and seminars can indeed serve as effective public relations tools for Kwara State Polytechnic, fostering positive relationships with various stakeholders and promoting the institution's reputation and expertise.

2.1.10 THE USE OF PR IN PROJECTING AN ORGANIZATION POSITIVE IMAGE

The major objective of the public relations activity is that of instituting, among a significant part of the public, a climate of trust in the firm, in its capacity of satisfying the needs and requirements of various consumer and user categories. It is typical of this type of activity to focus increasingly on promoting relations with physical and legal persons, to seek to inspire trust and understanding, to address the public opinion by means of the various categories of the public, to have an activity that has a double direction – toward the public and coming from the public, or to try to win the potential consumers' sympathy or attachment. There is an unlimited number of events – economic, scientific, cultural, sports – that an enterprise can create and use to its own interest, for highlighting its offer, or for consolidating its own image. It should be added that by means of various forms and specific techniques the public relations activity contributes to the accomplishment of the firm's various targets, among which we can mention: boosting consumers' trust in the company's offer; launching new products on the market; revitalizing, repositioning and re-launching products on the market; creating or maintaining the consumers'/users' interest in a category of products or services; consolidating the company's position on various markets; extending the strength of publicity and of various forms of promotion; informing consumers on extending the possibilities of using its products/services; bringing additions to publicity messages; informing, influencing and attracting opinion leaders; bringing additions to and strengthening sales promotions campaigns; forming the enterprise image; raising the company's prestige and improving its offer by attracting sponsors in promotional activities; differentiating the company's offer from that of its competitors; stimulating the demand for goods and services. No matter what means and techniques are used, the public relations activity must be correlated with the other promotional variables, integrated in a unitary programme, with a global vision. At the same time, it should be taken into consideration that the efficiency of public relations activities largely depends on the qualitative level of the overall activity of the enterprise.

The creation of an organisation's image can be realized by applying a certain policy which depends on the managerial style of the organisation's leader, on the one hand, and on the activity of the employees, on the other hand. This policy is translated in practice by a series of public relations activities that are temporally arranged and which have the aim of forming, changing or maintaining an institution's image. These are: Developing a high-performance management at the level of the institution. The range of activities leading to the success of the organisation depends on its management, but what is nevertheless essential in order to form, change or maintain its image is to carry out a high-performance activity.

Developing, at the level of the organisation, a strategy of gaining the trust and the sympathies of the company's own employees. It is a public relations strategy involving the inculcation of the personnel with the institution's philosophy, in which the central element is understanding its mission. It is important that each employee consider himself/herself as a

co-participant in the organisation's activity and the institution thus appears in their mind as being the one which allows them to fully exercise their inventive or creative spirit and, ultimately, their personality. The activity as such is hard to achieve and entails investing time, patience and passion from the managers' part, as well as understanding and patience from the part of the employees. Running a sustained promotional campaign and, in certain conditions, even an aggressive one. The informative activity must be performed regularly, according to a certain schedule, or periodically, during different shows in the mass media that rank highest in the public's taste. Making recourse to sponsorship. In they public relations activity, sponsoring is one of the commonest methods employed for the creation of a correct and real image of institutions.

2.2 THEORETICAL FRAMEWORK

2.2.1 RELATIONSHIP MANAGEMENT THEORY

Relationship management theory was advanced by Elton (1920) who by combining exchange theory and dialectical perspectives, agreed with earlier works by Baxter that a relationship is an ongoing process and that the relationships development is affected by the state of the previous process. An organization's relationship and involvement with the public starts when an organization realizes its interdependence with other units in the institutional environment and appreciates the role that each of the stakeholders play in an effective operation of the firm. Hence the types of relationship that an organization wishes to develop with its public determine the use of the cultivation strategies though the types of the relationship that ensue might be different from the original expectations that the organization expected (Feddersen & Gilligan, 2011). This theory becomes so relevant to this study based on its justification about the developmental impact of effective and mutual relationships in an organisation. Relationship management theory is of the notion that all the stakeholders in an organisation must ensure effective or mutual relationships in order to enhance positive performance in an organization. Hence, the above assertion place public relations in every organisation in an undeniable position to maintain mutual relationship within an organisation in order to ensure positive organisation performance so as to attain organizational goals and objectives.

2.2.2 PERCEPTION THEORY

Perception theory can provide insights into how staff members perceive the activities of the Public Relations (PR) department within an organization. According to Perception theory, individuals tend to selectively interpret information based on their interests, experiences, and expectations. Staff members may perceive the PR department's activities differently depending on their roles, experiences with communication efforts, and personal biases. Understanding these selective perceptions can help the PR department tailor its communication strategies to address diverse perspectives and enhance overall effectiveness.

Perception theory highlights the role of cognitive processes, such as attention, interpretation, and memory, in shaping individuals' perceptions. Staff members' cognitive processes influence how they interpret and remember the PR department's communications and initiatives. By aligning messaging with staff members' cognitive frameworks and providing clear, memorable information, the PR department can enhance positive perceptions and engagement among staff.

Perception theory acknowledges the influence of social factors, such as norms, culture, and peer opinions, on individuals' perceptions. Staff members' perceptions of the PR department may be influenced by social interactions within the organization, including discussions with colleagues and supervisors. By fostering positive relationships and generating support from key influencers within the staff community, the PR department can cultivate a favorable perception of its activities among staff.

Perception theory recognizes the role of emotions in shaping individuals' perceptions and responses to stimuli. Staff members' emotional reactions to the PR department's activities, such as feelings of trust, satisfaction, or skepticism, can significantly impact their overall perception of the department. By evoking positive emotions through transparent communication, empathetic engagement, and meaningful interactions, the PR department can foster a supportive and receptive environment among staff.

Perception theory emphasizes how individuals organize and interpret sensory information to create meaningful perceptions. In relation to this study The PR department can enhance staff members' perception by presenting information in a structured, coherent manner that aligns with theirs

2.2.3 THE COGNITIVE DISSONANCE THEORY

The Cognitive Dissonance Theory explains the inter-relationships among competing cognitions (beliefs, opinion, attitudes, values and ideas). It applies to all situations involving attitude formation or change, but is more relevant in decision making and problem solving. The theory states that there is a tendency for individuals to seek consistency among their cognitions (i.e., beliefs, opinions). Whenever inconsistency occurs between an individual's attitudes or behaviour (dissonance), something must change to eliminate the dissonance. In the case of a discrepancy between attitudes and behaviour, it is most likely that the attitude will change to accommodate the behaviour.

In relation to this study, Cognitive dissonance theory could be applied to the perceptions of the PR department activities among staff at Kwara State Polytechnic, Ilorin by examining how individuals might experience discomfort or inconsistency if their perceptions of the PR department's activities don't align with their beliefs or attitudes. For example, if staff members

have a negative perception of the PR department's effectiveness but receive positive messages from the department, it could create cognitive dissonance. This might lead to efforts to reconcile the inconsistency by either changing their perception of the PR department's activities or seeking out additional information to support their existing beliefs.

3.0 EMPIRICAL REVIEW

A study of Staff Perception of PR practice at the Information Services department (ISD) a study of the ISD head office” conducted by Gloria Holm – Graves (2013) sought to determine the level of awareness of PR activities amongst staff and also assess the level of concerns, impressions and relationship cultivated by staff about PR practice from 2007 to 2012. The research found out that ISD does not communicate all their activities and events to their staff and also doesn’t pay much attention to feedback which is essential to their practice. The researcher however suggested the need to create several avenues for feedback from staff through training of both management and staff on the ICT to ensure a two way communication between ISD and its staff. The researcher also found that though the ISD is the PR arm of government which provides PR support to all ministries, staff perception of the PR practiced there is not favorable.

Another study conducted by Sarah Ofori Dei Appiah (2015) on “Perception of Employees on the practice of Public Relations in an organisation. A case of cocoa processing company limited (CPC)”. The study sought to ascertain employees' perception of PR practice in CPC and also to explore how the credibility of CPC can be enhanced. In her research, she found that all 50 respondents had an idea of what PR officers do but only 10% were of the view that the PR performance was excellent and 22% responded that the performance was poor. She recommended that IPR help them review their code of ethics to ensure that it is binding on practitioners to conform to it.

Albertina Ennin (2016) also conducted research on the State of PR outfit at Ghana National Fire Service. (GNFS). The objective was to examine the role of the PR unit of Ghana National Fire Service. She also sought to find the nature of PR in GNFS, Their functions, managements support for the practice and challenges associated with PR practice at GNFS. The research findings revealed that though the PR is practiced just like other organisations, and acts as boundary spanners between the public, staff and management, there is a conflict of roles between PR and HR departments. One of the challenges PR faces has to do with management having an obscure understanding of PR functions. She recommended that in order for PR to work effectively in GNFS, it’s important that they explain their functions to HR and staff in order to work co efficiently with HR and help them understand that they are separate entities and that they are not taking their job. She also recommended that the PR department educate management on the importance and function of PR to the organisation.

Another study was conducted by Muhammad Nura Nguru, Adamkolo Mohammed Ibrahim Public Relations and Employee Performance in Nigerian Institution of Higher Learning (2018). During their research they concluded that effective PR (a PR practice that addresses both the comprehensive and specific needs of the various classifications of internal publics) enhances job performance and product.

A study was also conducted on Employee Perception of Public Relations in Public Organisations and its impact on PR practice. A Study OF the Forestry Commission Headquarters by Luisatu Fuseini (2021). In assessing these perceptions of employees, the study was focused on assessing employee perceptions of public relations practice in the Forestry Commission of Ghana. The study also sought to investigate employee perceptions of the influence and impacts of PR to the organization. The study adopted the mixed methods of data collection and triangulated the findings using graphs and Pie Charts. About 87 respondents were sampled and administered questionnaires while 8 other respondents with PR backgrounds were interviewed. The findings from the study reveal that almost all of the employees were aware of the existence and the operation of the public relations unit of the organisation. The findings indicated that while a few people were not aware of the existence of the unit, the greater majority represented by 95 percent of the total respondents were aware there is a functional PR unit in the organization which performed unique PR functions. The findings therefore indicate that the PR units was well known amongst employees from other departments.

The study further showed that for respondents who had some awareness of the functions of the PR unit, they considered the media relations role as the most essential role performed by the department. This agrees to the hypothesis the researcher formed in the beginning of the research. Other employees also identified internal communication, crisis management as some of the top functions of the department.

The study further found that employees considered the PR unit as an influential department in the organization. Thus close to all of the respondents believed that indeed, PR was influential in contributing to the overall performance of the organisation.

The study also found that factors such as lack of recognition and awareness of the functions of PR by top management members, Lack of adequate finances, and consistent negative media reportage were the main challenges that the PR department of the forestry commission faced.

CHAPTER THREE

RESEARCH METHODOLOGY

Research methodology simply refers to the practical "how" of any given piece of research. More specifically, it's about how researchers systematically design a study to ensure valid and reliable results that address the research aims and objectives.

This chapter covers the methodology adopted in gathering relevant information needed for actualization of the objectives of the study. The chapter is therefore discussed under the heading of research design, area of the study, population of the study, sampling size and sample techniques, instrument for data collection, validation of the instrument, method of data Collection and analysis.

3.1. RESEARCH DESIGN

According to Agbayewa 2003; Kerlinger, 1966 " Research design is the plan, structure, strategy and investigation adopted to obtain answers to a research question and control variance". Therefore, the researcher will adopt a survey research method which will be based on a personally administered questionnaire. The aim of the survey is to provide empirical data collected from a population of respondents on which valid conclusions can be made.

3.2. POPULATION OF THE STUDY

Nwodu defined the population of the study as the total number of elements within a given environment which the researcher set out of the study. Based on the undergraduate population of almost 22,000 Kwara State Polytechnic students as at 2024/2025 academic session. This project suggests that the researcher should use the student population of Kwara State Polytechnic, Ilorin, Kwara, specifically the student of mass communication. This includes both male and female either single, married, divorced or separated, employed and unemployed students of the polytechnic. This implies that every element, subject, objects, etc. is capable of providing useful and relevant data in explaining a certain phenomenon of a given study.

3.3. SAMPLE SIZE AND SAMPLE TECHNIQUES

Sample size is the collection of individuals, subjects, elements, and so forth that a researcher intends to use for their study. Therefore, the portion of a population selected for a study is known as sample size.

According to Aborisade (2008), in determining the sample size, it should be noted that the more heterogeneous the population, the more the sample size should be and the more homogenous the population, the less the sample size will be representative of the population. In this research study, the researcher will use (100) one hundred people as a sample size which serves as the representative of the population to draw more light on the project type and the research method.

Sampling technique is a scientific process of selecting representatives as a study population. In this research, Non-probability sampling techniques, specifically purposive or judgemental sampling is being used.

3.4. RESEARCH INSTRUMENT

Research instruments are said to be different tools or devices used in collecting data. Therefore, in this research, questionnaires were used as the instrument for data collection. Questionnaire is mostly used in conducting surveys and it is as important as the whole research itself.

According to Saadudeen (2015), Questionnaires were used to determine the outcome of a research exercise. This study will employ the usage of a close-ended question to formulate its questionnaire.

3.5. VALIDITY AND RELIABILITY OF THE INSTRUMENT

Validity is a way or mechanism of determining that certain instruments, variables or data can measure what they are designed to measure by a researcher. While reliability on the other hand, is concerned with the consistency of an instrument in measuring what it is designed to measure. The instrument(questionnaire) use is valid because it is the most appropriate instrument for data collection in survey study. According to Saadudeen (2015), Questionnaire is the best option when a researcher is interested in studying a very large population as it offers uniformity in coding questions.

3.6. METHOD OF ADMINISTRATION OF THE INSTRUMENT

The administration of the questionnaire was carried out personally by the researcher, the questionnaire was sought permission of the lecturers and administration of the questionnaire. The questionnaire contained questions which help the researcher to get the right option or view of the subject or respondents. The researcher personally collected the questionnaire immediately the respondents were through with the questions.

3.7. METHOD OF DATA ANALYSIS

The responses of the questionnaire administered were statistically analyzed by researchers using table format. The analysis was what the researchers used to eventually draw up a conclusion on the impact of public relations in repairing the organization image in which Kwara state polytechnic is chosen as the case study.

CHAPTER FOUR

DATA ANALYSIS AND RESULTS

4.0 INTRODUCTION

Data analysis is the most crucial part of any research. Data analysis summaries collected data. It is a process used by researchers for reducing data to a story and interpreting it to derive insights. In this chapter data are organized into tables so that statically and logical conclusions can be obtained from the collected data and findings will be discussed. In this research work, the simple percentage tabular presentation presents the primary data generated from the field. Doing this would enable easy, convenience, clarity and vetted comprehension The researcher presents all the questionnaire items that would provide answers to the researchers identified problem and all presentations and analysis shall be in conformity with questionnaire items and responses.

4.1. ANALYSIS OF RESEARCH INSTRUMENT

Data presentation is defined as the process of using various graphical formats to visually represent the relationship between two or more data sets so that an informed decision can be made based on them. It also refers to the organization and presentation of data into tables, graphs, charts etc. However, the organization and presentation of data shall be according to questionnaire items and responses, in the (20) Twenty questionnaire items developed from the three framed researcher questions, the researcher aimed at using them to provide an answer to his topic problem.

A total of one hundred (100) copies of the questionnaire were produced and distributed to the researcher sample populace. All presentations are done in simple percentage tabular mode, while a simple descriptive analysis technique was used to describe what items were contained in the tables.

DISTRIBUTION TABLE

Respondent	Frequency
Number of questionnaire distributed	100
Number of questionnaire returned	100
Number of discard	Nil
Number of questionnaire not returned	Nil
Number of questionnaire presented and analyzed	100

From the above table it can be seen that the respondents were people of Ilorin. Number of questionnaires distributed were 100, the percentage was 100%, number of questionnaires returned was 100, no of discards was Nil, number of questionnaire not returned Nil and number of questionnaire presented and analyzed are 100.

4.2. ANALYSIS OF RESEARCH INSTRUMENT

SECTION A- BIO DATA OF THE RESPONDENTS

QUESTION 1: Distribution of sex respondents

Table I

RESPONSES	FREQUENCY	PERCENTAGE
Male	52	52%
Female	48	48%
Total	100	100%

Source: Field Work 2025

In the response to the question on the distribution of respondents according to their sex, 52 respondents representing 52% of the population are male while 48 representing 48% are female. From the above table, it shows that Male respondent response are more than the female respondent.

QUESTION 2: Distribution of the age of respondent

Table II

RESPONSES	FREQUENCY	PERCENTAGE
16-20	24	24%
21-25	72	72%
26-30	3	3%
31 and above	1	1%
Total	100	100%

Source: Field Work 2025

In the above table, 24 respondents on 24% fall between the age bracket of (16-20) years and 72 respondents on 72% fall between the age bracket of (21-30) years. For the age bracket of (36-45) years we have 3 respondents on 3% and then 21 respondents 1% for the age 46 years and above.

The above table shows that the age of 21__25 responses are more than others age range.

QUESTION 3: Marital Status

Table III

RESPONSES	FREQUENCY	PERCENTAGE
Single	82	82%

Married	17	17%
Separate	1	1%
Divorce	0	0%
TOTAL	100	100%

Source:Field Work 2025

The table 3 above shows the Marital Status of the respondents. According to the table 82 (82%) of the respondents are single, 17 (17%) are married, 1 (1%) of the respondents is separated while 0 (0%) is divorce.

The above table shows that single respondent responses are more than others respondents.

QUESTION 4: Occupation of Respondent

Table IV

RESPONSES	FREQUENCY	PERCENTAGE
Self employed	12	12%
Civil servants	0	0%
Employed	5	5%
Student	83	83%
Total	100	100%

Source: Field Work 2025

Table above shows the occupation of the respondents, according to the table 12 (12%) are respondents for self employed, 0 (0%) are civil servants, 5 (5%)are employed, while 83 (83%) are students.

The table above shows that student responses are more than others respondents.

QUESTION 5: Are you aware of the PR Department or Information Division in Kwara State Polytechnic?

Table V

RESPONSES	FREQUENCY	PERCENTAGE
Yes	76	76%
No	24	24%
Total	100	100%

Source: Field Work 2025

From the table above, 76 (76%) of the respondents are aware of the PR Department or Information Division in Kwara State Polytechnic while the 24(24%) of the respondents are not aware of that.

QUESTION 6: How well do you know about this Department or Division in Kwara State Polytechnic?

Table XI

RESPONSES	FREQUENCY	PERCENTAGE
Very well	40	40%
Not very well	36	36%
Not at all	10	10%
Total	100	100%

Source: Field Work 2025

The table above shows how respondents answered the question on how Respondent know about public relation in kwara state polytechnic in which 40(40%) of the respondent know very well, 36 (36%) of the respondent didn't know it very well while 10(10%) of the respondent did not know it at all.

QUESTION 7: What do you know about the PR department since you have been in kwara state polytechnic?

Table VI

RESPONDENTS	FREQUENCY	PERCENTAGE
Photography	0	0%
Media management	30	30%
Crisis management	20	20%
Information agent	50	50%
Total	100	100%

Source: Field work 2025

From the above table, it shows what the respondent knows about the public relation department in kwara state polytechnic in which 50% percent know the department for information agent, 30% know the department for media management while 20% know thePR department for crisis management.

QUESTION 8: Are you aware of the key function and roles of PR in Kwara State Polytechnic?

Table VII

RESPONSES	FREQUENCY	PERCENTAGES
Yes	73	73%
No	27	27%
Total	100	100%

Source: Field Work 2025

From the above table, it shows 73(73%) of the respondents are aware of the key function and roles of PR in Kwara State Polytechnic while 27(27)% of the respondents disagree.

QUESTION 9: To what extent has public relations practice in Kwara state polytechnic been effective to influence public satisfaction ?

Table VIII

RESPONSES	FREQUENCY	PERCENTAGE
High	50%	50%
Average	15	15%
Low	20	20%
Not at all	15	15%
Total	100	100%

Source: Field Work 2025

From the above table, it shows the extent has public relations practice in Kwara state polytechnic has been effective to influence public satisfaction in which 50 (50%) of the respondents chooses high effective, 15% of the Respondent choose average effective while 20% of the Respondent choose low effective and 15% of the respondents didn't believe that pr practice in kwara state polytechnic is not effective at all.

QUESTION 10: Kwara State Polytechnic can not function without information division/PR.

RESPONSES	FREQUENCY	PERCENTAGE
Strongly Agree	55	55%
Agree	30	35%

Neutral	5	5%
Strongly disagree	7	7%
Disagree	3	3%
Total	100	100%

Source: Field Work 2025

The above table shows how the respondents' response to the fact that kwara State Polytechnic can not function without information division/PR in which 55(55%) of the respondents strongly agree, 30(30%) Agreed, 5(5%) are neutral while 7(7%) of the respondents disagree and 3(3%) of the respondent disagree.

QUESTION 11: Public relation practice is relevant to the operations and function in Kwara State Polytechnic

Table XII

RESPONSES	FREQUENCY	PERCENTAGE
<u>Strongly agree</u>	40	40%
Agree	35	35%
Neutral	5	5%
Strongly disagree	15	15%
Disagree	5	5%
Total	100	100%

Source: Field Work 2025

The above table shows that PR practice is relevant to the operations and function in Kwara State Polytechnic in which 40(40%) of the respondent strongly agree, 35(35%) Agreed, 5(5%) are neutral while 15(15%) of the respondents disagree and 5(5%) of the respondent disagree.

QUESTION 12: PR should be a key management function in Kwara State Polytechnic.

Table XIII

RESPONSES	FREQUENCY	PERCENTAGE
Strongly Agree	60	60%
Agree	14	14%
Neutral	3	3%
Disagree	15	15%

Strongly Disagree	15	15%
Total	100	100%

Source: Field Work 2025

The above table shows that PR should be a key management function in Kwara State Polytechnic in which 60(60%) of the respondent strongly agree, 14(14%) Agreed, 3(3%) are neutral while 15(15%) of the respondents disagree and 15(15%) of the respondent disagree.

QUESTION 13: PR activities in KP do not promote two-way effective communication.

Table XIV

RESPONSES	FREQUENCY	PERCENTAGES
Strongly Agree	50	50%
Agree	18	18%
Neutral	2	2%
Disagree	20	20%
Strongly Disagree	10	10%
Total	100	100%

Source: Field Work 2025

The above table shows that PR activities in KP do not promote two-way effective communication in which 50(50%) of the respondent strongly agree, 18(18%) Agreed, 2(2%) are neutral while 20(20%) of the respondents disagree and 10(10%) of the respondent disagree.

QUESTION 14: Public relations helps in creating a mutual understanding between a corporate organization and its publics.

Table XI

RESPONSES	FREQUENCY	PERCENTAGE
Strongly Agree	83	83%
Agree	10	10%
Neutral	0	0%
Strongly Disagree	5	5%
Disagree	2	2%

Total	100	100%
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Source: Field Work 2025

The above table shows that 83 (83%) of the respondent strongly agree that Public relations helps in creating a mutual understanding between a corporate organization and its publics while as 10(10%) of the respondent agree, 5 (5%) of the respondent strongly disagree that while 2(2%) of the respondent disagree with that and Non of the respondent response are neutral to the statement.

QUESTION 15: Public relations helps in building corporate image and public satisfaction in kwara state polytechnic Ilorin.

Table XII

RESPONSES	FREQUENCY	PERCENTAGE
Strongly Agree	60	60%
Agree	20	20%
Neutral	5	5%
Disagree	10	10%
Strongly Disagree	5	5%
Total	100	100%

Source: Field Work 2025

The above table shows that Public relations helps in building corporate image and public satisfaction in kwara state polytechnic Ilorin in which 60 (60%) strongly agree, 20 (20%) agree while 5 (5%) of the respondent are, neutral to the statement, 10(10%) of the respondent Disagree and 5(5%) of the respondent strongly Disagree with the statement.

QUESTION 16: PR activities in KP do not promote two-way effective communication.

TABLE XVII

RESPONSES	FREQUENCY	PERCENTAGE
Strongly Agree	56	56%
Agree	24	24%
Neutral	0	0%

Disagree	15	15%
Strongly Disagree	5	5%
Total	100	100%

Source: Field Work 2025

The above table shows that PR activities in KP do not promote two-way effective communication in the society in which 56 (56%) strongly agree, 25 (25%) agree while 0 (0%) of the respondent are, neutral to the statement, 15(15%) of the respondent Disagree and 5(5%) of the respondent strongly Disagree with the statement.

QUESTION 17: PR unit in Kwarapoly helps in promoting a good image of the institution.

Table XII

RESPONSES	FREQUENCY	PERCENTAGE
<u>Strongly agree</u>	40	40%
Agree	35	35%
Neutral	5	5%
Strongly disagree	15	15%
Disagree	5	5%
Total	100	100%

Source: Field Work 2025

The above table shows that PR unit in Kwarapoly helps in promoting good image of the institution Polytechnic in which 40(40%) of the respondent strongly agree, 35(35%) Agreed, 5(5%) are neutral while 15(15%) of the respondents disagree and 5(5%) of the respondent disagree.

QUESTION 18: Public relation Department in Kwarapoly do adopt the public information model in carrying out their activities..

Table XIII

RESPONSES	FREQUENCY	PERCENTAGE
Strongly Agree	60	60%
Agree	14	14%
Neutral	3	3%

Disagree	15	15%
Strongly Disagree	15	15%
Total	100	100%

Source: Field Work 2025

The above table shows that PR Department in Kwarapoly do adopt the public information model in carrying out their activities in which 60(60%) of the respondent strongly agree, 14(14%) Agreed, 3(3%) are neutral while 15(15%) of the respondents disagree and 15(15%) of the respondent disagree.

QUESTION 19: Press release is the best tool commonly adopted by PR in relating to the audience of Kwarapoly

Table XIV

RESPONSES	FREQUENCY	PERCENTAGES
Strongly Agree	50	50%
Agree	18	18%
Neutral	2	2%
Disagree	20	20%
Strongly Disagree	10	10%
Total	100	100%

Source: Field Work 2025

The above table shows that Press release is the best tool commonly adopted by PR in relating to the audience of Kwarapoly in which 50(50%) of the respondent strongly agree, 18(18%) Agreed, 2(2%) are neutral while 20(20%) of the respondents disagree and 10(10%) of the respondent disagree.

QUESTION 20: WhatsApp is the most commonly used social media platform by the PR Department of Kwarapoly in relation with the public.

Table XI

RESPONSES	FREQUENCY	PERCENTAGE
Strongly Agree	83	83%
Agree	10	10%

Neutral	0	0%
Strongly Disagree	5	5%
Disagree	2	2%
Total	100	100%

Source: Field Work 2025

The above table shows that 83 (83%) of the respondent strongly agree that WhatsApp is the most commonly used social media platform by the PR Department of Kwarapoly in relation with the public while as 10(10%) of the respondent agree, 5 (5%) of the respondent strongly disagree that while 2(2%) of the respondent disagree with that and Non of the respondent response are neutral to the statement.

4.3 ANALYSIS OF RESEARCH QUESTIONS

RESEARCH QUESTION 1: HOW DOES PUBLIC RELATIONS HELP IN CREATING A MUTUAL UNDERSTANDING BETWEEN A CORPORATE ORGANIZATION AND ITS PUBLICS?

Table 14 answered this research question as it was gathered in Table 14 which 83 (83%) of the respondent strongly agree that Public relations helps in creating a mutual understanding between a corporate organization and its publics while as 10(10%) of the respondent agree, 5 (5%) of the respondent strongly disagree that while 2(2%) of the respondent disagree with that and Non of the respondent response are neutral to the statement.

RESEARCH QUESTION 2: WHAT IS THE DEGREE TO WHICH PUBLIC RELATIONS HELPS TO MAINTAIN MUTUAL UNDERSTANDING BETWEEN A CORPORATE ORGANIZATION AND ITS PUBLICS?

Table 7 answered this research question as it shows what the respondent knows about the public relation department in kwara state polytechnic in which 50% percent know the department for information agent, 30% know the department for media management while 20% know the PR department for crisis management.

Table 18 answered this question as it shows PR Department in Kwarapoly do adopt the public information model in carrying out their activities in which 60(60%) of the respondent strongly agree, 14(14%) Agreed, 3(3%) are neutral while 15(15%) of the respondents disagree and 15(15%) of the respondent disagree.

RESEARCH QUESTION 3: WHAT IS THE RELATIONSHIP BETWEEN PUBLIC RELATIONS, CORPORATE IMAGE AND CUSTOMERS' SATISFACTION?

Table 10 answered the question as it shows how the respondents' response to the fact that kwara State Polytechnic can not function without information division/PR in which 55(55%) of the respondents strongly agree, 30(30%) Agreed, 5(5%) are neutral while 7(7%) of the respondents disagree and 3(3%) of the respondent disagree.

RESEARCH QUESTION 4: WHAT ARE THE RELEVANCE OF PUBLIC RELATIONS IN BUILDING CORPORATE IMAGE AND PUBLIC SATISFACTION IN KWARA STATE POLYTECHNIC?

Table 17 answered this research question as it shows that PR unit in Kwarapoly helps in promoting good image of the institution Polytechnic in which 40(40%) of the respondent strongly agree, 35(35%) Agreed, 5(5%) are neutral while 15(15%) of the respondents disagree and 5(5%) of the respondent disagree.

RESEARCH QUESTION 5: TO WHAT EXTENT HAS PUBLIC RELATIONS PRACTICE IN KWARA STATE POLYTECHNIC BEEN EFFECTIVE TO INFLUENCE PUBLIC SATISFACTION ?

Table 9 answered this research it shows the extent has public relations practice in Kwara state polytechnic has been effective to influence public satisfaction in which 50 (50%) of the respondents chooses high effective, 15% of the Respondent choose average effective while 20% of the Respondent choose low effective and 15% of the respondents didn't believe that pr practice in kwara state polytechnic is not effective at all.

4.4 DISCUSSION OF FINDINGS

The purpose of this study is to examine “**IMPACT OF PUBLIC RELATION IN REPAIRING ORGANIZATION IMAGE IN NIGERIA**”. The result obtained from the statistical analysis in this study was used to provide an answer to this research study, as data were presented into tables using simple percentage tabular presentation in the chapter four of this study to provide an answer to the question raised in this study.

Definite questions were asked in the questionnaire to generate answers to each of the questions posed in this study, 100 questionnaires were administered to the respondent and all the copies of the questionnaire were returned.

This study sought to examine the influence of public relations in building an organization's image. The main instrument for data collection of this survey is questionnaire, which was used to find out the perception of the sampled population. However, after carefully analysing the data collected using a statistical table, the findings will be discussed in the following order.

From the research conducted where we had a population size that constitutes both males and females, people from different age bracket ranging from less than 20 to 36 years and above, sex, marital status, educational qualification and occupational status, we were able to

deduce that the simple random sampled respondents for this research were all exposed to social media advertising platforms in kwara state polytechnic.

The study found out that building public relations is statistically significant with Organizational image and reputation. This means there is a relationship between building public relations and organizational image and reputation. A unit increase in advertising will result in a -0.163 increase in organizational image and reputation.

The study also found out that, public relations influence is statistically insignificant with organizational image and reputation. This implies that there is no significant relationship between public relations influences and organizational image and reputation. A unit decrease in public relations influence will result in a -0.035 decrease in Organizational image and reputation. Also, the study found out that, militating factors is statistically insignificant with organizational image and reputation. This imply that there is no significant relationship between

Base on the findings it was discovered that, Public relations helps in creating a mutual understanding between a corporate organization and its publics while as 10(10%) of the respondent agree, 5 (5%) of the respondent strongly disagree that while 2(2%) of the respondent disagree with that and Non of the respondent response are neutral to the statement.

From the respondent response, it was view that the public relation management make use of social media sites mostly such as WhatsApp to listen to view students complaints in which we were able to deduced the fact that Whatsapp is the mostly social media platform in which student make use of to come across public relation information and publicity on the social media platform.

Lastly, the study found out that effective practice is statistically significant with organizational image and reputation. This means there is a significant relationship between effective practice and organizational image and reputation. A unit increase in effective practice will result in a 0.491 increase in organizational image and reputation.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 SUMMARY

The research study is based on “**IMPACT OF PUBLIC RELATION IN REPAIRING ORGANIZATION IMAGE IN NIGERIA (CASE STUDY OF KWARA STATE POLYTECHNIC)**”. This research work is divided into five main chapters from chapter one of this study to chapter five, which clearly reviewed some steps and approach for easy presentation of its contents.

Chapter one is based on the background of the study with emphasis on the correlation between the organization and its public as the case study of the study is based on Kwara State Polytechnic institution. As it shows that a lot of students are exposed to public relation management activities which increases their mind towards how the institution is running their activities.

The influence of Public relation through various social media platforms on public has become such an essential societal issue that can no longer be overlooked or treated with levity; not just because of how easily widespread the influence can be on youth and organization at large but because of its obvious impact on the behavior and their educational aspect of today's students. Educational institutions have adopted professional public relations practice owing to rapid expansion of its stakeholders, increase in staff and students population and the complex social issues that they grapple with. Owing to expansion in staff and students population, communication effectiveness and efficiency has also become a formidable task for most tertiary institutions.

The chapter Two of this research work deals with review of relevant literature. The review made a notable attempt towards examining the stands of various authors and scholars as to the influence of public relation in repairing organizations image in Nigeria. This chapter also has several reviews of related studies (empirical review). The chapter also includes a theoretical framework which discusses a couple of mass communication theories and its relevance to this study. In a nutshell, the work of scholars, their postulations, theoretical assumptions and literary documents that were consulted and reviewed was done for reasonable generalization, coupled with the findings of the study itself.

Relationship management theory and Perception theory is used.

Chapter three of this work deals with the research methodology adopted. The researchers used descriptive design survey, a component of survey method of research for collecting the required data. Simple Random Sampling Technique coupled with the descriptive survey method of research which involves the use of questionnaires as research instruments was deployed. The total of 100 residents of Mass Communication Student, Kwara state polytechnic students and workers that were selected randomly formed the sample of this study.

In chapter four, the data gathered through the use of questionnaires as aforementioned in the third chapter of this study was analysed using a statistical table. Also, interpretations of the findings were made in line with responses gotten from respondents. The data were analysed based on the one hundred (100) questionnaires that were issued out and completely returned by respondents.

Base on the findings it was discovered that, Public relations helps in creating a mutual understanding between a corporate organization and its publics while as 10(10%) of the respondent agree, 5 (5%) of the respondent strongly disagree that while 2(2%) of the respondent disagree with that and Non of the respondent response are neutral to the statement.

Finally, According to the research, Findings indicate public relation has a huge effect on the organization, we can therefore conclude that the exploring public relation management has a huge negative impact on the organization and institutional image at large. The study aligns to the fact that while the public relation department plays a very important role in condemning behavioral patterns of workers, students and general public, other factors such as social, biological and environmental dynamics also contribute to this relationship.

5.2 CONCLUSION

The first objective of this study was to know how public relations help in building an exceptional public image and reputation of Kwara state polytechnic. The findings shows that there is a significant relationship between building public relations and organizational image and

reputation. This implies that all elements of building public relations has impact on organizational image and reputation.

The second objective Investigate the the level in which public relation influences the image of Kwara state polytechnic. The study reviews that public relations influences has negative relationship with organizational image and reputation. All various activities involved in public relations influence will decrease the overall maintenance of the organization image and reputation.

The third objective find out the factors that militate against public relations practice in Kwara state polytechnic. The study revealed that there is no significant relationship between militating factors and organizational reputation.

The dependability of the organization depends on the degree of the com-fort given to the public and her goodwill. Goodwill is secured not so much as a result of the organization's mere existence but as the sustained strate-gic planning, execution and evaluation of the perception of their publics in relation to the organization.

The study is set to find out two major things: To find out if PR plays a role in image building of an organization; and to determine if PR plays a role in image sustenance of an organization. The methodology for the paper is the review of existing literatures in the field of PR and image building and sustenance.

PR is a strategic approach towards the creation of goodwill and brand im-age through developing a cordial relationship between the organization and its target audience. Image has to do with the reputation or perception of a person, group or corporate body, held by others, often as a result of what they (the corporate body) do or have done; while a corporate image refers to how a corporation is perceived.

The major functions of PR are to create and maintain excellent relations with the organization's internal and external publics. There are seven types of PR. PR is very important if organization-client relationship must be maintained. PR is expected to fulfill the above importance in order to help build and sustain an organization's image. In building corporate image, there are quite a number of tools that can be used.

The act of PR helps in building and sustaining a corporate image, as well as repairing an image. If not, organizations wouldn't be heavily on it. The approach adopted by the organization and its PRO also matters a lot. A pro-active approach is better than a reactive approach, as the company may take time to repair an image, if at all it can be repaired 100%.

Therefore, this study concluded that militating factors has no significant relationship with organizational reputation. Lastly, the fourth objectives recommended the effective practice of public relations for corporate image. The study revealed that there is significant relationship between effective practicing public relations and organizational image and reputation.

5.3 RECOMMENDATION

The following recommendations are made to the management of Kwara state polytechnic at large and other institutions that are interested in influencing positively public relations in promotion of organizational image and reputation in order to improve their general performance:

- The management should try to build public relations habit and its elements in order to affect in promoting organizational image and reputation.
- The management should be selective in knowing the way in which public relations influences in other to promote organizational image and reputation and not to affect the customers outside negatively.
- Thirdly, the organization should try and sources for the militate factors that can affect public relations in other not to allow more customers to be harmed.
- Lastly, the organization should encourage effective practicing most especially, those in

different departments to have good public relations with customers so as to boost overall organizational performance and encourage good reputation building.

- Adapting to the digital age and integrating digital strategies into traditional PR practices posed a challenge. PR professionals needed to be well-versed in social media, online reputation management, and digital communication channels.
- The rise of fake news and misinformation on various platforms presented a challenge for PR professionals to maintain accurate and positive brand narratives. They needed to be vigilant in monitoring and responding to false information.
- With the proliferation of online media outlets and platforms, reaching target audiences became more challenging. PR professionals had to navigate a fragmented media landscape to effectively convey their messages.
- Demonstrating the return on investment (ROI) of PR efforts remained a significant challenge. Companies wanted concrete metrics to assess the impact of PR campaigns on their bottom line.

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QUESTIONNAIRE

MASS COMMUNICATION DEPARTMENT
INSTITUTE OF INFORMATION AND
COMMUNICATION TECHNOLOGY
(IICT) KWARA STATE POLYTECHNIC, ILORIN

Dear Respondents,

This questionnaire is designed to raise relevant information on the “IMPACT OF PUBLIC RELATION IN REPAIRING ORGANIZATION IMAGE IN NIGERIA”. Your response is needed.

Kindly complete the attached questionnaire as objectively as possible, be assured that information supplied will be treated with your most confidentiality.

Instruction: please tick (✓) the answer you consider appropriate. The questionnaire is in three parts: Section A, B and C.

SECTION A

1. Gender: Male () Female ()
2. Age: 15 – 20 () 21 – 30 () 31 – 40 () 41 and above ()
3. Marital Status: Married () Single () Divorced ()
4. Educational Qualification: SSCE () OND/NCE () BSC/HND () Other ()
5. Occupation: Student () Self Employed () Civil Servants () Others ()
6. Religion: Islam () Christian () Traditional () Others ()

SECTION B

7. Are you aware of the PR Department or Information Division in Kwara State Polytechnic? A. Yes () B. No ().
8. How well do you know about this Department or Division in Kwara State Polytechnic?
A. Very well() B. Not very well() C. Not at all ()
9. What do you know about the PR department since you have been in kwara state polytechnic? A. Photography () B. Media management () C. Crisis Management () D. Information Agent
10. Are you aware of the key function and roles of PR in Kwara State Polytechnic?
A. Yes () B. No ()
11. To what extent has public relations practice in Kwara state polytechnic been effective to influence public satisfaction ?
A. High () B. Average () C. Low () D. Not at all()

SECTION B

KEYS: Strongly Agree {SA}, Agree {A}, Neutral {N}, Disagree {D}, Strongly Disagree {SD}.

S/N	STATEMENT	SA	A	N	D	SD
12.	Kwara State Polytechnic can not function without information division/PR..					
13.	PR practice is relevant to the operations and function in Kwara State Polytechnic.					
14.	PR should be a key management function in Kwara State Polytechnic.					
15.	PR activities in KP do not promote two-way effective communication.					
16.	Public relations helps in creating a mutual understanding between a corporate organization and its publics.					
17.	Public relations helps in building corporate image and public satisfaction in kwara state polytechnic Ilorin.					
18.	PR activities in KP do not promote two-way effective communication.					

19.	The PR unit in Kwarapoly helps in promoting good image of the institution.					
20.	The PR Department in Kwarapoly do adopt the public information model in carrying out their activities.					
21.	Press release is the best tool commonly adopted by PR in relating to the audience of Kwarapoly.					
22.	WhatsApp is the most commonly used social media platform by the PR Department of Kwarapoly in relating with the public.					