ACCESSING THE INFLUENCE OF PUBLIC RELATIONS MESSAGES ON THE ATTITUDES OF KWARA STATE POLYTECHNIC STUDENTS

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CERTIFICATION

This is to certify that the project was read and approved as meeting the requirements of the department of Mass Communication, Kwara State Polytechnic, Ilorin for the award of National Diploma in MASS COMMUNICATION

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DEDICATION

I dedicate this work to those who believed in me even when i doubted myself.

To my beloved family, whose unwavering love and sacrifices shaped the person I am today.

To my mentors and teachers, whose guidance lit the path before me.

And to all the dreamers—may you never stop chasing what sets your soul on fire.

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To my wonderful family—thank you for your unconditional love, endless patience, and constant encouragement. You have been my anchor and our inspiration.

To my dear friends, thank you for standing by me, cheering me on, and reminding me to laugh even on the toughest days.

Lastly, to everyone who played even the smallest part in this journey—your kindness and support have not gone unnoticed. This accomplishment is as much yours as it is us.

With all my heart, thank you.

ABSTRACT

The study examined the influence of public relations message on students behavior among students of Kwara State Polytechnic Public relations has remained a powerful tool in passing message, building and maintaining mutual understanding in every organization including creating and maintain good relationship between and among its various public, it also help in building good image and satisfy the needed information by the public. The role of public relations cannot be overlooked in higher institution as it creates a good name in higher institutions of learning. Survey method was adapted for the study whereby questionnaire was used to gather information from respondents. Probability sampling techniques was used to draw 110 respondents and 100 questionnaires were returned. Findings show that majority of respondents agreed that Public Relations plays a vital role in enhancing peace in higher Institution of learning. Also, respondents agree that Public Relation serves a management function in higher Institution of learning. It is recommended that public relation should be regarded in higher institutions to enhance mutual understanding and mutual relation among the students, staff and management in higher institutions.

TABLE OF CONTENT

LIST OF TABLE

CHAPTER ONE

INTRODUCTION

1.0   BACKGROUND TO THE STUDY

In today's competitive business environment effective communication is instrumental for achieving organization goals. And, creating and delivering an effective message is part of the communication process. According to Hallahan (2000), a critical function in public relations is creating message to reach strategically-important audience. One theoretical framework for developing public relations process model. This model describes public relations as a goal driven communication endeavor in which goals must be translated into strategies that define specific action for the organization to interact with target publics. Based on this tenet, seven message strategies were created to provide organization with a guide to disseminate the appropriate message to its key stakeholders (Hazleton and long, 1988).

A primary goal in developing message strategies is to clearly communicate a targeted message with key public in order to elicit a desired attitude. Research indicates that it is the responsibility of public relation practitioners to create communication opportunities with key publics (pages and Hazelton, 1999; Werder and Holtzhausen, 2009), as most public are not likely to initiate communication unless a message directly interest them (Hallahan, 2000).

One way for public relation practitioners to communicate with key public is through social media networks (Waters, Burnett, Lambe, and Lucas 2009). Research has posited that the specific social media site may make more than the message itself (Schultz, Utz, and Goritz, 2011). Therefore, effective organizational communication must utilize the right social media platform to disseminate a message.

Several studies have empirically tested the message strategies derived from the public relation process model (e.g, page and Hazelton 1999; Werder 2006). But, none to date have examined the impact of these message strategies when disseminated over social media. This study examines how organization messages delivered through Facebook affect public attitude. The communication effects of seven messages strategies derived from Hazleton

and long's (1989) public relations process model are explored to determine the message strategies that most affect public attitude when delivered through Facebook.

Therefore, public relation assist the institution in so many ways and some of the ways is by writing and distributing press realizes, school newspaper, journal and many more.

PR promotes and projects the image and dignity of the institution to the world. Public relation principles successfully add the following skills.

- ➢ Ability to effective writing, fluent speaking and effective reading
- ➢ Ability to think clearly and put issues in perspectives.
- ➢ Ability to act and work as part of management team at all level.
- ➢ Ability to write speeches for the top institution management such as chief executives.
- ➢ Ability to provide needed information to the institution and those outsiders
- ➢ Creativity ability to design any art work for the institution's logo, letterheads e.t.c
- ➢ Ability to plan event such as convocation, seminar, conference, exhibition and many.
- ➢ Ability to write and protect the institution during crisis or catastrophes such as if a cult group are striking and in the process a body or more death, examination malpractice e.t.c.

Because PRs is a backbone for every organization that ready and willing to survive. To this end the research examined the influence of public relation (PR) message on student behavior among students of Kwara State Polytechnic.

1.1   OBJECTIVES OF THE STUDY

- • To ascertain the importance of the public relation
- • To verify whether public relation enhance in the institutions.
- • To know some of the problems facing public relation in the institution
- • To know examine whether public relation assist in preventing crisis in Kwara State Polytechnic

- To examine whether public relations help in building and maintaining a mutual understanding between the management and the student of Kwara state polytechnic.

1.2 RESEARCH QUESTIONS

- ❖ To what extent is public relation recognize as management function of Kwara state polytechnic.
- ❖ To what extent has public relation has public relation enhance cordial relationship between Kwara state polytechnic and as general public?
- ❖ To what extent can public relation assist in preventing crisis in Kwara State Polytechnic?
- ❖ To what extent can PR help in building and maintaining a mutual understanding between the management and the student of Kwara state polytechnic?

1.3 STATEMENT OF THE PROBLEM

This research has observed that in so many organization management neither recognizes nor appreciate public relation effort in Nigeria. The management does not realize the potential of public relation activities in building and enhancing a good image for the success of the organization. It has been observed that the managements attitude is lukewarm and non-challant toward public relation department and their activities.

Besides, they don't want to spend money on its activities such as organizing seminars, workshops, symposium e.t.c because of the erroneous and selfish belief that public relation efforts being little benefits to the organization. Therefore, this study looked at the role of public relations in higher institution of learning, using Kwara state polytechnic as a case today.

While public relation is a cost effective way to potentially reach a large audience, it does come with it own set of challenges, including no direct control, lack of government results, and a difficulty in evaluating effectiveness.

1.4 SCOPE OF STUDY

The general purpose of this study is to investigate the influence of public relation message on student's behavior among students of Kwara state polytechnic. Specifically,

the scope of this study is limited to student in three institute in Kwara state polytechnic. These institute are Institute Financial and Management Studies (IFMS), Institute of Technology (IOT), Institute of Information Communication Science (IICT).

The variable of interest for this study are restricted to public relation utilization and information behavior.

1.5 SIGNIFICANCE OF THE STUDY

Researches will know how the public relation promote mutual understanding between the organization and publics; student in various institutions will benefit from this project work by knowing the role of public relation in the society.

Moreover, policy formulators will benefits from this research work because they will be able to identify the usefulness of public relations to them on policy formulation and corporate management.

According to Ikoja-Odongo (2000), the importance of a student can be measured by the contribution that it makes to the people under investigation and the society as a whole. It is anticipated that this study will be useful in understanding the influence of public relation usage information behavior of under graduate students in the surveyed institute, it is hoped that the results of this study will assist the management of the polytechnic, to take note of the public relation usage pattern of undergraduate student and how they can capitalize on it to achieve the institutional objective. Knowing this will help them in their policy making. Also, finding from this study will add to the existing body of knowledge in public relation utilization and information behavior. Hence, it is expected that study will provide a rich source of empirical data for other studies that are related to public relation and information behaviors.

1.6 DIFINITION OF THE TERMS

Role: This is synonymous to function, impact or contribution.

Higher Institution: It means all colleges such as; polytechnics, universities, colleges of educations and host of other post secondary schools.

Public Relation: Public relation are a deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its publics. British Institute Of Publics Relations (IBPR)

Publics: In this research publics means all the groups or organization, Entity that are one way or the other associated with an organization.

Two-Way-Communication: It has to do with enlightening self-interest. There must be a readiness to share. You must concertize your own interest by minding the interest of others.

CHAPTER TWO

LITERATURE REVIEW

2.1 CONCEPTUAL FRAME WORK

THE CONCEPT OF PUBLIC RELATIONS

Public relation is the deliberate planned and sustained effort to establish and maintain mutual understanding between an Organization and its public (Jefkins, 1985). Public relation deals with the relationship between an Organization and its various publics. Public relation thus emphasize the need to ensure excellent relationship between an Organization and all with whom it has deal, and this include both Internal and external public.

According to the institute, Public Relation is deliberate planned and sustain effort to establish and maintain mutual understanding between an Organization and its public. The British institute however improved on this definition as it present this other definition - The planned effort to establish and improve the degree of mutual understanding between an Organizations or Individuals and any groups of persons or Organization or Individual to deserve, acquire and retain a group reputation.

A very noticeable difference between the former and the later definition rests at the beginning part of the latter definition. It recognizes more than establishment and maintenance of mutual understanding, in this case it brings out the fact that the mutual understanding between an organization and its various public should be improved upon, not ordinary establishment and maintenance.

According to Phillp Lasly, public relation in its modern concept involves complete analysis and understanding of all the factors that Influence people's attitude toward an organization.

Public relation is a Conduit, a facilitator, and a manager of Communication, Conducting research, defining problems creating meaning by fostering Communication among many groups in society. Public relation is a strategic conversation - As you might imagine, it is an ephemeral and wide ranging field, often misperceived, and because of the lack of message control inherent in public relations, it is difficult to master. A public

relation is even difficult to define. Is it Spin or truth telling? Either way, the public relations function is prevalent and growing; the fragmentation of media and growth of multiple message sources means that public relation is on the ascent while traditional forms of mass Communication (such as newspapers) are on the decline.

Rosier Haywood also describes public relation as an organized communication between an organization and the audience Critical to Its Success - Such communication is designed to create understanding and support for the organization aims, policies and actions.

Sam Black, a professor of public relations and former president of the international relation association. He defines public relation as: The establishment of two - way communication to resolve conflicts of interests by seeing common grounds or area of mutual Interest and the establishment of understanding based on truth, knowledge and full information.

Among the many Competing definitions of public relations, J-Grunig and Hunt's is the most widely cited definition of public relations: public relations are "the management of communication between an organization and its publics".

One reason this definition is so successful is its parsimony, or using few words to convey much Information. It also lays down the foundation of the profession squarely with management, as opposed to the competing approaches of journalism or the promotion based approach of marketing and advertising that focuses primarily on consumers. The component parts of Grunig and Hunt's famous definition of public relations are as follows:

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

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

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

Publics: Any group (s) 0f people held together by a Common interest. They difference from audiences in that they often self - organize and do have to attune to messages; publics dipper from stake holders In that they do not necessarily have a financial stake tying them

to specific goals or consequences of the organization targeted audiences, on the other hand, are publics who receive a specifically targeted message that is tailored to their interests.

As "the management of Communication between an organization and its publics, public relation has radically departed from Its historical roots in publicity and journalism to become a management discipline that is, one based on research and strategy.

FUNCTIONS OF PUBLIC RELATIONS

In 1982, the Public Relations Society of America (PRISA) adopted the following definition of public relation that helps identify its purpose: "public relations help an organization and its publics adapt mutually to each other." In its "Official statement on public relations" PRSA goes on to clarify the function of public relations:

1. Public relations helps our complex, pluralistic society to reach decisions and function more effectively by contributing to mutual understanding among groups and institutions. It serves to bring private and public policies into harmony:

2. 2- Public relations serves a wide variety of Institutions in society such as businesses, trade unions, government agencies voluntary associations, foundations, hospitals, schools, colleges and religious institutions. To achieve their goal, these institutions must develop effective relationships with many different audiences or publics such as employees, members, customers, local communities, shareholders and other institutions, and with society at large.

3. The managements of institutions need to understand the attitudes and values of their publics in order to achieve institutional goals- The goal themselves are shaped by the external environment. The public relation practitioner acts as a counselor to management and as a mediator, helping to translate private aims into reasonable, publicly acceptable policy and action.

As such, the public relations field has grown to encompass the building of important relationships between organization and its key publics through its actions and its communication. This perspective defines the field as a management function and offers insight.

The PRSA definition, however, is not perfect: A main weakness of that definition is that it requires public relation "to bring private and public policies into harmony." In reality, we know that the relationships an organization has with all of its publics cannot always be harmonious. Further, that definition obligates us to act in the best interest of both the organization and Its publics, which could be logically impossible if those interests are diametrically opposed A few examples would be class action Litigation, boycotts, and oppositional research and lobbying; despite the negative nature of those relationships, they still require public relations management and Communication -

The unique management function of public relations is critical to the success of any organization that engages people in its operation. Whether they are shareholders, employee or customers. Although many people think of publicity as the sole purpose of public relations, this text coil help you understand that publicity is a sub function of the overall purpose of public relation and should not be confused with the broader function.

PUBLIC RELATION AS A MANAGEMENT FUNCTION

Public relation as management function goes beyond a management of organization establishing in the house of public relations department or using the help of public relation consulting firms outside their organization. Rather, public relations has to do with everything recognized as management process of any particular organization. It all start from the stage of deciding on what kind of services or product involved in, then to the stage of identifying, there would be consumer publics alongside their characteristics, also the stage of making choice on what channels of distribution to be used, taking decisions on packaging of the product or strategies employed In rendering service to the stage
All these things one way or the other employs public relation before they will be effective.

Identifying public relation as a management function the International public Relation Association (I. P.R.A) defines public relation as a "management function, of a continuing and planned character, through which organization and institution seeks to win and retain the understanding, sympathy and support of those with whom they are or may be concerned by evaluating public opinion about themselves in order to correlate as far as possible their own policies and procedures to achieve by planed and widespread

information in a more productive cooperation and more efficient fulfillment of their common interest.

Studying this definition critically, it clearly implies that: anybody responsible for the work of public relation in an organization must be part of the top management.

According to the decision of management concept of public relation by late professor Frank Ugboajah sited in Arowosegbe (2005), it describes the management concept of public relation as a one intend to establish and disseminate by ward, and action definite policies that give direction to management efforts in utilizing and energizing human resources, and to develop techniques which will provide balance sheet respectability to management efforts in achieving certain goals in utilizing human resources.

The above position of Ugboajah on public relations as a management function recognizes the following facts:

- ❖ That public relation must spread to every part of all management efforts and decisions or that all the decision and programmes adopted by management must have the imports of it's implies relations. It implies that such management efforts must be influenced by the concept from public relations. This is so because they must be drawn with enough recognition of the interests of the pubic of the organization.

- ❖ That public relations should help management in achieving its primary goal of succeeding among competitors and energizing, human resources)

- ❖ That public relations should not only help management in formulating. Policies that will best serve both its interest and those of its public, but that it should also be used to publicize such policies to everyone concerned.

- ❖ That public relations should design methods of monitoring adequately the implementation stage of such policies; this implies that the organization will be portrayed as a one that is not only socially responsible but one that is also operating or existing for and its public interest.

- ❖ That all public relations activities must be planned and employed to allow the management of an organization achieve its ultimate aims through various programme that are specifically designed to achieve this aim.
- ❖ That public relations should also devise techniques the ensure that efforts of management in this context do not crash, and if there is a noticeable tendency of this, there should be in built checks and balances to reposition things

ORGANIZATION FACTORS FOR EXCELLENT PUBLIC RELATIONS

The International Association of Business Communicators (LABC) Study on Excellence in Public Relation and Communication Management (Excellence Study) found three primary variables for predicting excellence: Communicator knowledge shared expectations about communication, and the character of organizations. However, there are also organizational factors that Influence the role that public relations plays in an organization. First, management must value the contribution that public relations can make to an organization; second, there must be a participative culture; and third, the organization must support diversity of people and ideas. There had to be shared expectations between the communications function and senior management or dominant coalition.

i. **Value of Public Relations**

In order to gain a strategic management role in the organization, the public relations function must show it value to management. Hambrick (1992) said that coping with uncertainty is the basis for demonstrating value. Technology, workflow, and external environments all contribute to creating uncertainties and, therefore, Strategic contingencies-Excellent public relations should help an organization cope with the uncertainties. This can be achieved only with data and useful information. Information theory posits that data are only useful in as must as they reduce uncertainty.

ii. **Organizational Culture**

Organizations that scored high on the excellence Study indicators had a culture that was participative rather than authoritarian. An organization's formal structure can often predict how much participation occurs in making decisions. Organization that have very centralized and formal structures keep the decision - making function in the hands of a few

top managers. To allow for participative cultures, organizations need to be relatively decentralized because organizational culture can actively, shape an organization's management style and employee's day -to-day behaviors. For excellent public relations, the values that encourage participative decision making need to be present.

iii.   Organizational Structure

Organizational structure can, of course, have an impact on communication because of the reporting structures and flow of Information in the organization - the structure has to be in a simple form so that the flow of information won't be affected.

Source: http:// www.saylor. Org/books

EVOLUTION OF PUBLIC RELATION IN NIGERIA

Thomas Jefferson (1807) used the phrase public relation in the place of state of thought while writing his seventh address to the US Congress. In India, Great Indian Peninsular Railway Company Limited

(GIP Railways) Carried on publicity in public relation campaign in England to promote tourism to India through mass media and pamphlets. During the time of First World War, a central publicity board was set up at Bombay. (now Mumbai) for disseminating war news to the public and press, After Second world war, the public relation activity gamed importance both privates as well as Government started public campaign.

A public relation is believed to have evolved in the United States late in the 19th and 2oth century HAY LEE, a former reporter with the New York journal id reported to be the first public relation practitioner. LEE, in 1906 successfully handed the shattering strikes which the United States local industries was then facing. He used public relation technique to restore the peace and good image of the industry.

The concept of public relation technique came into existence during World War 1 in the United States of America (USA) and word war 2 in Nigeria. Before the maintain Law and order in the territory. Because of the complexity of these groups, religion and language and also public relations came into existence.

In Nigeria, according to Orrecatetah (1986) in public relation planning and copy media (2005:17) introduction Nigeria on January 1944 with the establishment of the first

ever public relation Office in the Country. It was a creation of the colonial government then and its function then, was much too close to that of propaganda to deserve being referred to as public relation officer

Also, according to the Nigeria Institute of Public Relation (NIPR) 1998 anniversary publication betrothed ground was maintenance of relationship between the traditional rulers to get in touch with people. During the Second World War the need arouse for colonial government to set up information office, which was later Called public relation offices of the government. Their aim then was to publicize the Colonial war and to encourage the youth to join the war.

In the past independence in the field of public relation NIPR (1998) publication reveal that government took the advantage of information ministry and utilize effectively the machine rise at the federal level to build its image between 1979 and 1984, the ministry of information has become part of the armed force and the place have taken over maintenance of public relations in the policies of public sector.

Processor Sam Black (1990) described the year as a memorable year in the history of public relation while Okeke; then the Nigeria Institute of public relation president (NIPR) also described the event as the finest hour of public relation with the decree, public relation Nigeria institute of public relation (NIPR) becomes the overall recognized body controlling public relations profession in the Country.

THE PUBLIC RELATIONS PROCESS - RACE

Public relations works best when it is a strategic management function. Strategic public relation are focused on achieving goals and objectives that contribute to the overall purpose and mission of an organization. To be strategic, public relation practitioners need accurate information about the situations they face, the audiences they Communicate with, effectiveness of their communication efforts and the overall impact the program has on building and maintaining relationships with critical stakeholders, without whom the organization could not fulfill its purpose public relations practitioners may be tempted to start with tactics- such as press releases, a blog, an event, and so on. But these first should

be determined by research, to help in form the overall goals and strategies of the function, otherwise they may be wasted efforts.

❖ Constructing the Strategic Plan for a Public Relation Campaign.

This process is primarily composed of four steps:

Using research to define the problem or situation, developing objectives and strategies that address the situation, implementing the strategies, and then measuring the results of the public relations efforts. Sometimes acronyms, such as John Marston's RACE (research, action planning, communication, evaluation)

Although it is easier to remember such acronyms, the steps are essentially the following:

1. Use research to analyze the situation facing the organization and to accurately define the problem or opportunity in such a way that the public relations effort can successfully address the Cause of the issue and not just its symptoms.

2. Develop a strategic action plan that addresses the issue that was analyzed in the first step. This includes having an overall goal, measurable objectives, clearly identified publics, targeted

3. Execute the plan with communication tools and tasks that contribute to reaching the Objectives.

4. Measure whether you were successful in meeting the goals using evaluation tools.

- Using a SWOT Analysis

A very popular tool for analyzing situation is the SWOT (strengths, weakness, opportunities, threats) analysis. This break down a situation by looking at the internal and external factors that might be contributing to the strength before developing strategies. The internal factors are the strengths and weaknesses of the organization. The external factors are the opportunities and threats existing in the organization's environment.

Internal factors		
External factors	Strengths	Weakness
	Opportunities	Threats

The first step is to look internally at the strengths and weakness of the organization. For example, the energy company may find that it has very strong relationships with members of the media, has good employee morale is financially sound, and has a culture that values innovation. It may also find that it has weak relationships with environmental groups and neighborhood associations, has a culture that promotes confidence in its decision (perhaps even bordering on arrogance) and has dedicated few resources in the past toward Community relation. This information helps inform the possible strategies it needs to take regarding the Construction of a new pipeline, the external factors, opportunities and threats, are usually the reason the organization find yourself in the situation- In the case of the energy company, it sees an opportunity to drill into a new methane gas deposit and provide that energy to its clients. To the energy company, this appears to be a win-win situation because it can continue to provide energy to meet the demand of its consumers. However, it also needs to assess the possible threat, which include probable legal actions from opposition group that could lead to court injunctions. Other threats might Gelate negative coverage of the project by the media, leading to a damaged reputation and lower public support for the project.

After conducting the SWOT analyst, you can couple the internal factors with the external facts to suggest possible strategies. So strategies pocus on using Organizational strengths to Capitalize on the external opportunities.

ST strategies also use organizational strengths to courter external threats.

WO strategies address and improve organizational weaknesses to be better prepared to take advantage of external opportunities,

WT strategies attempt to correct organizational weakness to depend against external threats.

❖ Step 2: Strategic Action Planning

The Strategic plan should be focused on resolving or capitalizing on the situation identified in the problem/opportunity statement into a goal. Because publics cannot actually be controlled, It might setup the organization for failure. Instead, focus should be on what can

be done to achieve the goal, such as communicate and act in such a way that earns the consent or endorsement of these publics.

The goal provides the direction for the strategic plan and objectives provide the direction of specific and measurable outcomes necessary to meet the goal.

A good objective meet the following criteria: It should be an end and not a means to the end, it should be measurable; It should have a time frame; and it shows identify the public for the intended outcome.

❖ Step 3: Communication Implementation

The best public relations programs include both Communication and action. The old adage says "action speak louder than words" is as true for public relations as it is for other business disciplines, Sometimes an organization needs to act, or react, before it can Communicate. Organizations should not only expect stakeholders to behave in ways that benefit the organization Sometimes the organization needs to change its actions and behaviors to Improve these critical relationships.

Two additional Components to the public relations process usually are developed during the Communication and action stage: the planning Calendar and the budget.

Once the tactics have been determined it is best to plan the development and execution of the tactics using a Calendaring tool such as.

❖ Step 4: Evaluation

According to Paine (2007), four concerns should be addressed when evaluating the effectiveness of a public pate relations campaign:

Define your bench mark.

Select a measurement tools

Analyze data, draw actionable conclusions, and make recommendations.

2.2 THEORETICAL FRAMEWORK

The place of theories is some research work cannot be over stressed. Over the years, scholars and researchers have lent their vocal support to the use of theories in a research work. According to this school of thought, a theory is like a sign post, a beacon that guides one in the processes of scientific journey and injury (Defleur and Bell Rickeach: 1975,

Karlinger: 1973 Hunczik: 1991: Kuh: 1962). Bittner (1989) explained a number of mass communication theories in an export to prove that the audiences of mass media are not possessive. We will be looking at uses and gratification theory for this course.

Bittner (1989) explained a number of mass communication theories in an effort to prove that the audiences of mass media are not possessive. We will be looking at uses and gratification theory for this course.

Uses and gratification theory: The uses and gratification theory was propounded by Katz (1974). This theory embrace the interactive relationship between the media and its audience, the discussion at this point changes to what people to with the media. And this call attention for the need of functional uses and gratification approach to understanding media effects.

According to this theory, uses and gratification theory is Concern with the Social and psychological origins of needs, which generate expectations of the mass media or other sour, which leads to different patterns of media exposure, resulting in need gratification and other Consequences, mostly unintended once.

This theory is purely audience centered and addresses needs like surveillance funchions, excitement, guidance relaxation, tension release, social integration, entertainment, escape, identify, socialization and information acquisition, To be able to gratify this needs, It must be realized that the mass media audience using film audience as an example, may belong to any of the high, middle, low or post brow groups as Savary and Carico (1971) has categorized.

1. The communication technician
2. The communication facilitator
3. The expert prescriber
4. Problem solving facilitator

The communication technician role of public relations is mostly conceptualized as the beginning of professionalism (Gruning & Gruning, 2002). The practitioners are offer responsible for the communication tactics of news releases, organizing press conferences, employee newsletters, position papers, design brochures and media placements (Castelli;

2007). Gruning and Gruning (2002) further maintained that the practitioners, in performing this role, are usually not involved in defining problems and developing solutions, but base their tactics on the technical skill of writing. Theaker (2004) further stated that the communication technician's role of public relations may not require them to undertake researches or be involved in organizational decision making; except to decide which communication mechanism suits their prescribed purpose.

The communication facilitator of public relations is a boundary spanner who listens to and brokers information between the organization and its key publics (Theaker, 2004). According to (Cutlip *et al*., 2000), the goal of this role is to provide both management and publics the information they need for making decisions of mutual interest. "Practitioners serving as the public relations manager within an organization are expected to be knowledgeable about innovations in public relations and are expected to demonstrate leadership in new approaches to old problems (Dozier 1984, cited in Castelli, 2007). The expert prescriber's theoretical role of the public relation is associated with the responsibility to handle consultation function or participation by other senior management. It is the role where the practitioner is responsible for describing and solving public relations problems independently. The expert prescriber act as the authority on both public relations problems and their solutions (Castelli, 2007).

The problem-solving facilitator's roles of public relation, according to (Dozier cited in Castelli, 2007), is the role where the practitioners manages the communication between an organization and ls public to build and enhance healthy relationships to the benefit of all parties involved. As Rosenberg (2013) put it, "the most valuable type of public relations activities involves anticipating problems, planning to prevent problems or at least trying to solve them while they are still small" (p-13).

The issue of the roles of public relations were also dealt by Cutlip *et al*, (in Threaker, 2004, p. 57). They identified two dominant roles of public relations: the communication manager role and the communication technician role. The communication manager plans and manages public relations programs, advises management, makes communication policy decisions and oversees their implementation. On the other hand, the communication

technician is the one who is not involved in organizational decision making, but implements public relations program. Concerning the roles of public relations practitioners, Pearson (2008) stated that public relations practitioners today varies from the purely technical to the respected counselor within organizations of every kind, from huge profit-making conglomerates to small grassroots not for - profit and everything in between.

On the other hand, Mehta Xavie (ND), points out that the roles and responsibilities of public relations practitioners are influenced by two forces: the professionalization of public relations and the nature of the organizational environment. In fact, the multiple roles of public relation may be because of its multiple functions through its association with communications, management, marketing and others.

Lubbe and Puth (2002) showed how public relations practitioners are involved in a variety of works assignments or functions which may include research strategic planning, counseling, communication, evaluation, media relations and placement organizing, writing, editing, media production, speaking, training, management. However, the most common prevailing perspective that influence the function of public relations in broad concept, as Venter (2004) put it, are communication, management and marketing.

The situational theory of public relations predicts active or passive behavior. The situational theory of public relations explains and predicts why some publics are active while others are passive. Categorically, the situational theory identifies which publics communicate actively, passively, or not at all about organizational which publics Communicate actively, passively, or not at all about organizational decisions that affect them (Gruning & Hunt, 1984). The publics who do not face a problem are non-publics, the one who faces the problem but do not recognize it as a problem are latent publics, the one who recognize the problem are the aware publics, and the one who do something about the problem are the active publics (Cacciatore of Meng, 2022).

The systems theory established by Ludwig von Bertalanffy and Codifies it as the general systems (Lattimore, *et al*, 2008). A system has two or more units that relate to others structurally and forms an entity with functionally interdependent element (Paul, 2016). Systems are Sets of interrelated unit which endure within established boundaries to

respond and adjust to pressurized changes from the environment to achieve and maintain goals. The systems theory justifies how and why people form groups or subsystems to be influential in organizational communication. The system model works well in public relations since mutually independent relationships are created between the organizations and the public. A system's primary function is to maintain itself and improve performance. Therefore, the interactions of a system with the environment eventually complete the system (Cacciatore & Meng, 2022).

2.3   REVIEW OF EMPIRICAL STUDIES

By CH Liao (2023), to understand the effect of mass media news/ messages on peoples selfless actions, it is necessary to investigate how the public responds to the message and gain insight into their attitudes. Gaining insight into the public's attitude means understanding whether they favor or oppose media coverage regarding charitable behavior and whether they are open to adopting such behavior, people from their perceptions of mass media messages through exposure, social influence, and credibility of the source and message.

(Wakefield, 2013; Garcia, 2023) contend that public relations is much more than a rational and deliberative process, it often implies an exchange of favors and can support social capital development.

Marschlich and Inzenhrosf, 2021. Public relations is connaturally a profession about persuasion, and persuasion is often elicited through personal influence as a part of the relationship building effort undertaken by public relations professionals.

Sriramesh and Fisher, 2021. To be effective, personal influence depends on the status, trustworthiness and credibility of individuals in a reciprocal relationship (Toth, 2000) mutual and beneficial relationships with stakeholders build trust and credibility and "both of which are necessary when trying to persuade, in a non-normative sense, various stakeholders to take an action, attitude or stance.

Johns and shepherd's 2007. Research on candidate image and electorate preference also employed factor analysis with principal components solution and oblique rotation. The analysis revealed that the first three candidate images including competence, intelligence,

and leadership load on a factor that they name it "Strength" and the other four candidate images likeableness, attractiveness, honesty, and caring load on another factor that they called it "Warmth".

Similarly, the results also indicate that individuals make their judgement on the basis of the two dimensions of candidate ages found in the study.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1   RESEARCH DESIGN

Survey research method according to Okeye (2006) says survey means looking carefully, investigating and examining something, people or events towards finding facts, behavior or opinion of the whole of it.

The survey method on the basis of self-administered questionnaire was used for this study, It Is also the most suitable method to gather a vest number of data since it makes data arrangement and computation less cumbersome. It is also the most suitable research method for this study.

The method used for this study is the survey method. It is a method that deals with investigation into situation phenomena and suggest solution to such problems. Therefore, this study adopted the survey method to arrive at valid testable and veritable conclusion.

3.2   POPULATION OF THE STUDY

Adeagbo (2011) says population is asset of all possible cases of interest on a research report. In most cases, it is the group to which the researcher plans to generalize his research. Okeye (2006) defines population as the total number of element with a given environment which a researcher is set to study.

For this study, Kwara state polytechnic Ilorin is the study population which comprises of both staff and students.

3.3   SAMPLE SIZE AND SAMPLING TECHNIQUE

According to Ajayi (2009), Sample size is defined as a process of selecting a portion of the population for the purposes of generalizing the finding about the sample user.

However, the sample sizes of 120 were drawn for the purpose of this study across various departments in Kwara state polytechnic.

A sampling technique is the name or other identification of the specific process by the entities of the sample that has been selected. The study used the probability sampling technique probability sampling technique gives all respondent equal opportunities of being

selected. 20 respondent were selected randomly across various department in the polytechnic.

3.4 DATA COLLECTION INSTRUMENT

The data collection Instrument for this research work is questionnaire. This questionnaire was structured and designed in such a way that it will afford respondents to answer the research based questions appropriately and with all sense of belonging. Obviously, the questionnaire comprises two parts, A and B. A part embedded with the respondents' bio data in order to elicit responses on demographic

Section B on the other hand, was concerned with question related to the topic: The role of public relation in enhancing peace in higher Institution of learning.

3.5 VALIDITY AND RELIABILITY OF RESEARCH IMSTRUMENT

Since the data collection Instrument (questionnaire) is a standard Instrument of gathering, data, it gives accurate and unbiased data for effective and efficient analysis. Therefore, any generalization arrived at was regarded as accurate and genuine.

3.6 DATA COLLECTION PROCESS

The method of date collection of this research work was Face to Face administration of questionnaire. The researcher seeks the consent of the selected respondents and distributes the questionnaire For Immediate or latter collection depending on respondents' disposition.

3.7 METHOD OF DATA ANALYSIS

Data analysis of this research work is regarded as (show easing stage) where the research were given a strong prospective by giving meaning to the entire research work. So, the technique for analyzing data collected room in this research work is simple statistics was the use of percentage and diagrammatical analysis.

CHARTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1   DATA ANALYSIS PRESENTATION

This stage without any doubt is vital and useful to the study because it covers the aspects of the project. It also aids Comprehension and gives shapes to the raw data collected.

The data presented in this chapter examines, discusses and analyses the completed questionnaires was administered while a total of 100 were recovered. Below are the tables describing and representing the response of the respondents.

Section A

TABLE 1: Distribution of Respondent by Age

VARIABLES	FREQUENCY	PERCENTAGE
15 – 20	40	40%
21 – 25	34	34%
26 – 30	19	19%
30 and above	7	7%
Total	**100**	**100%**

Sources: field survey 2025

ANALYSIS: The table l above show that 40 respondents representing 40% are of age 15-20, 34 respondent representing 7% are of age 30 and above.

Therefore, the number of respondent from 21 - 25 is the highest number of respondent in the distribution of respondent by ages.

TABLE 2: Distribution of Respondent by Sex

VARIABAES	FREQUENCY	PERCENTAGE
MALE	47	47 %
FEMALE	53	53%
TOTAL	**100**	**100%**

Source: Field Survey 2025

ANALYSIS: The table 2 above shows that 47 of respondents representing 47% are male while the remaining 53 representing 53% are female - Female respondents are higher than that of male.

Therefore, the number of female respondents is higher than that of the male.

TABLE 3: Distribution of Respondent by Marital status

VARIABLES	FREQUENCY	PERCENTAGE
Single	71	71%
Married	29	29%
Total	**100**	**100 %**

Sources: Field Survey 2025

ANALYSIS: The table 3 above Shows that single respondent are 7 and are being represented by 71% while that of the married respondents are 29 which are being represented by 29%. Therefore, the number of single respondents is higher than that of the married respondent.

TABLE 4: Distribution of Respondent by Religion

VARLABLES	FREQUENCY	PERCENTAGE
Islam	52	52 %
Christianity	38	38 %
Traditional	10	10%
Total	**100**	**100%**

Source: Field survey 2025

ANALYSIS: The table 4 above shows that 52 respondent representing 52% are Muslims while 38 respondents representing 38% are Christian and 10 respondent representing 10%

are Tradition. Therefore, the number of Muslims respondent is higher than that of both Christians and traditional respondents.

TABLE 5: Distribution of Respondent by Occupation

VARIABLES	FREQUENCY	PERCENTAGE
Students	72	72 %
Teaching	11	11 %
Civil - Servants	5	5%
Others	12	12%
Total	**100**	**100 %**

Source: Field Survey 2025

ANALYSIS: The table 5 above shows that 72 respondents representing 72% are students 11 respondent representing 11& are teachers, 5 respondent representing 5% are Civil servant while 12 respondents representing 12% are for others. Therefore, the number of respondent for students is the highest while the respondent for others are the next, teaching follows and civil servants serves as the least of respondent.

TABLE 6: Distribution of Respondent by education Qualification

VARIABLES	FREQUENCY	PERCENTAGE
SSCE /WAEC	22	22%
OND / NCE	60	60%
BSC / HIND	18	18 %
TOTAL	100	100 %

Source: Field Survey 2025

ANALYSIS: The table 6 above shows that 22 respondents representing 22% are SSCE/WAEC folder 60 respondents representing 60% are OND/NCE holder, l8

respondents representing 18% are BSC/HND holder. Therefore, the number of respondents for OND/NCE is the highest while the respondents for SSCE /WAEC are the next, then BSC/ HND is the least of respondents.

Section B

TABLE 7: Response to the existence of public Relation Department in Kwara State Polytechnic.

VARIABLES	FREQUENCY	PERCENTAGE
Yes	65	65%
No	14	14%
Partially	21 %	21%
Total	**100**	**100 %**

Source: Field Survey 2024

ANALYSIS: The table 7 above shows that 65 respondents representing 65% answer to Yes while 14 respondents representing 14% answer to no, the remaining 21 respondents representing 21% answers to partially. Therefore this shows that public relations department exists in Kwara State polytechnic through the answer of the respondents.

SECTION C: RESEARCH STATEMENTS

TABLE 8: Students may view PR departments as being focused on manipulating public opinion rather flan providing objective information.

VARIABLES	FREQUENCY	PERCENTAGE
STRONGLY AGREE	37	37%
AGREE	36	36%
NEUTRAL	21	21%
DISAGREE	6	6%
STRONGLY DISAGREE	0	0%
TOTAL	**100**	**100%**

TABLE 9: Students may perceive PR departments as being responsible for enhancing the reputation and brained image of their institution.

VARIABLES	FREQUENCY	PERCENTAGE
STRONGLY AGREE	34	34%
AGREE	54	54%
NEUTRAL	8	8%
DISAGREE	2	2%
STRONGLY DISAGREE	2	2%
TOTAL	100	100%

TABLE 10: PR departments often organize events, such as Seminars, workshops, and Campus activities.

VARIABLES	FREQUENCY	PERCENTAGE
STRONGLY AGREE	39	39%
AGREE	44	44%
NEUTRAL	10	10%
DISAGREE	6	6%
STRONGLY DISAGREE	1	1%
TOTAL	100	100%

TABLE 11: Depending on the level of student involvement, some students may feel that PR department do not adequately represent their interests.

VARIABLES	FREQUENCY	PERCENTAGE
STRONGLY AGREE	26	26%
AGREE	37	37%
NEUTRAL	25	25%

DISAGREE	7	7%
STRONGLY DISAGREE	5	5%
TOTAL	**100**	**100%**

TABLE 12: PR departments are adequately represents the interests and concerns of student in higher institution.

VARIABLES	FREQUENCY	PERCENTAGE
STRONGLY AGREE	24	24%
AGREE	53	53%
NEUTRAL	15	15%
DISAGREE	5	5%
STRONGLY DISAGREE	3	3%
TOTAL	**100**	**100%**

TABLE 13: Many students may appreciate the PR department's effort effectively communicating information and managing the institution image.

VARIABLES	FREQUENCY	PERCENTAGE
STRONGLY AGREE	25	25%
AGREE	52	52%
NEUTRAL	13	13%
DISAGREE	7	7%
STRONGLY DISAGREE	3	3%
TOTAL	**100**	**100%**

TABLE 14: Students often encounter PR department through events and Campaigns Organized lay the institution.

VARIABLES	FREQUENCY	PERCENTAGE
STRONGLY AGREE	31	31%
AGREE	35	35%
NEUTRAL	28	28%
DISAGREE	4	4%
STRONGLY DISAGREE	2	2%
TOTAL	**100**	**100%**

TABLE 15: The effectiveness of communication channels used by PR department can influence Student's perceptions.

VARIABLES	FREQUENCY	PERCENTAGE
STRONGLY AGREE	27	27%
AGREE	39	39%
NEUTRAL	24	24%
DISAGREE	7	7%
STRONGLY DISAGREE	3	3%
TOTAL	**100**	**100%**

TABLE 16: PR department are actively engages with students and address heir concerns more likely to be viewed positively.

VARIABLES	FREQUENCY	PERCENTAGE
STRONGLY AGREE	30	30%
AGREE	33	33%
NEUTRAL	30	30%
DISAGREE	3	3%
STRONGLY DISAGREE	4	4%
TOTAL	100	100%

5.2   ANALYSIS OF RESEARCH STATEMENTS

Research Statement

Students may views PR departments as being focused on manipulating public opinion rather than providing objective information?

According to table 8, 37 respondents representing 37% Joes for strongly agree, while 36 respondent representing 36% goes for agree, also 21 respondents representing 6% answers to neutral then 6 respondents representing 6% answers to Disagree • Therefore, from the analysis above it show that students may view PR departments as being focused on manipulating public opinion rather than providing objective information.

Research

Students may perceive PR departments as being responsible for enhancing the reputation and brained image to their institution.

According to table 9, 34 respondents representing 34% goes for strongly agree, why 54 respondents representing 54% goes for agree, also 8 respondents representing 8% goes for neutral, and 2 responded representing 2% goes for both disagree and strongly disagree. Therefore 54 respondents representing 54% for agree has the higher score. Which means student may perceive PR departments as being responsible for enhancing the reputation and brained image to their institution.

Research

PR departments often organize events, such as Seminars, workshops, and campus activities.

According to table 10, 39 respondents representing 39% goes for strongly agree, 44 respondents representing 44% goes for agree, while 10 respondents representing 10% goes for neutral, also 6 respondent representing 6% goes for Disagree, then 1 respondent representing 1% goes for strongly disagree Therefore, 44 % respondents representing 44% goes for agree, which means respondent representing agree has the higher score above them all.

Research

Depending on the level of student involvement, some students may feel that PR department do not adequately represent their interests.

According to table 11, 26 respondent representing 26% goes for strongly agree, while 37 respondent representing 37% goes for agree, also 25 respondent representing 25% goes for neutral, while 7 respondent representing 7% goes for Disagree, then 5 respondent representing 5% goes for strong disagree.

Therefore, from the analysis above, It show that depending on the level of student involvement, some students may feel that PR department do not adequately represent their interests.

Research

PR departments are adequately represents the interest and concerns of student in higher institution.

According to table 12, 24 respondent representing 24% goes for strongly agree, 53 respondent representing 53% goes for agree, while 15 respondents representing 15% goes for neutral, and 5 respondent representing 5% goes for disagree, while 3 respondent representing 3% goes for strongly disagree. Through the response of the respondent, i shows that PR departments are adequately represents the interest and concerns of student in higher institution.

Research

Many students may appreciate the PR departments effort in effectively communicating information and managing the institution image.

According to table 13, 25 respondent representing 25% goes for strongly agree, why 52 respondent representing 52% goes for agree, while 13 respondent representing 13% goes for neutral, also 7% respondent goes for strongly disagree, and 3 respondent representing 3% goes for strongly disagree. Therefore many students may appreciate the PR departments effort in effectively communicating information and managing the institution image.

Research

Students often encounter PR department through events and campaigns organized by the institution.

According to table 14, 31 respondent representing 31% goes to strongly agree, while 35 respondent representing 35% responded to agree, then 28% respondent goes for neutral, while 4 respondent representing 4% goes for disagree, also 2 respondents responded to strongly disagree. Therefore, student often encounter PR department through events and campaigns organized by the institution.

Research Statement

The effectiveness of communication channels used by PR department can influence student's perceptions.

According to table 15, 27 respondent representing 27% goes for strongly agree, while 39 respondent representing 39% responded to agree, then 24 respondent representing 24% goes for neutral, while 7% respondent goes for disagree also 3% respondent responded to strongly disagree, therefore the effectiveness of communication channels used or PR department can influence students perceptions.

Research

PR department are actively engaged with students and address their concerns more likely to be view positively.

According to the response of the respondent in table 16, 1t show that public relation are actively engaged with students and address their concerns more likely to be views positively. While some are lack of more likely to be viewed positively and lot more.

4.3 DISCUSSION OF FINDINGS

From the above an analysis, it is revealed that majority of respondents agreed that public relation plays a vital role in enhancing peace in every higher institution. Also, from the research findings, the respondents agree that public relation serves a management function in Kwara State Polytechnic.

Furthermore, it can also be seen through the response of the respondents that public relation helps in ensuring that cordial relationship exist between an institution and the

public. It not only end, there but also it ensures that mutual understanding and build and maintained between Organization, Institution and the public.

Also, it is revealed that public relation also assist and helps in preventing crisis from occurring in an organization through its promotion of good image of such organization.

In addition, the implication of the date in the table are mainly intended to measure the communication technician roles of public relations in Kwara State polytechnic. As a result, a greater proportion of the respondent's views were that the role of public relations practitioners are still dominated by publicity because practitioners are significantly involved in implementing public relations programs such as writing press releases, organizing events or preparing an annual plan, writing minutes during meeting are held in an Organization.

The table presents the linear regression results of the effect of public relation planning on human resource management performance basing on public relation planning as a management function. The result show that the coefficients of addressing problems of scarce resources, tackle problem of irregular activities, to curb the bad attitude, to encourage new ideas; to reward hardworking employees, and to enhance security and discipline are significantly positive. This means that public relations planning Increase the management performance level.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1   SUMMARY

This research project study is been set to establish the influence of public relation message on students behaviors, Kwara state polytechnic is used as a case study. This was with the views of determining the influence on students behavior in higher institutions.

Chatter one of the project works focus on the introduction of the study and the background of the study, statement of the problems, significant of the study, it does not leave out the limitation of the study and some important definition.

Chapter two however reviewed the literature related to the study, this focuses much on the sub-heading as the history of public relation. Some of its functions and sub-function and the purpose of public relation.

While chapter three present the methodology through which the study is been carried out, the method of research use in these studies is surely by the administration of questionnaire that ensures adequate data collection from selected respondents of the sample population of the study.

It is obvious that the use of public relation in higher institutions is embraced as most of the respondents confirmed the use of public relation to persuade and inform, not only the student of the institution but the general public at large. Also the finding indicate that the use of public relation affect daily activities. Research also makes it know that public relations helps in the maintenance of mutual understanding between an organization and general public.

Finally, chapter five gives the summary of what the study is all about and based on this certain important suggestion and recommendation which are being made to prove that not only higher institutions requires the use of public relation but every organization.

5.2   Conclusion

It is a known and proven facts that public relation has contributed in creating mutual understanding and goodwill in higher institution because of is great impact and usefulness on the audience.

It was also discovered that public relation plays vital and important role on the public's and also the emergence of media organization has enhanced the social value and unity of the institution.

The response from the respondents clearly shows that public relation in an institution play a lot of roles in all institution including every organization. Research also reveal that public relation therefore is a compulsory and inevitable tools for higher institutions. It clearly shows that public relation helps in individual to learn about his environment.

The study which also highlights the role of public relation in enhancing peace in higher institution it makes us realize that public relation is also use as a tool for the progressiveness of every organization

In conclusion, this research therefore conclude that organization can't enjoy a long time success without public relation and organization should also not take public relation with levity hands.

5.3   RECOMMENDATIONS

The research of this study is hereby recommended to every higher institution to cultivate the habit of taking public relation as a vital department in this organization. Institution should allow public relation to doing their job as public relation moves sales. Public relation should inform us about every event happening across institution.

It also ensures mutual understanding, ensure good will and therefore should be seen as a major tool to be used.

Public relation also assists in promoting the Image of an organization and therefore should be considered as a major tools in every institution and organization.

5.4   RECOMMENDATION FOR FURTHER STUDIES

Public relation should be made compulsory in higher institution.

Public relation should also be seen as a compulsory in the maintenance of peace.

Public relation should also be recognized as management function in higher institution.

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Department of Mass Communication, Kwara State Polytechnic, PMB 1375, Ilorin Kwara State.

Dear Respondents,

We are students of the above named department conducting a research work on the topic **"INFLUENCING OF PUBLIC RELATIONS (PR) MESSAGES ON STUDENTS BEHAVIOUR AMONG STUDENTS OF KWARA STATE POLYTECHNIC".** This research project would be relevant for academic purpose. This research project work required three question to attempt, we hope you all respond to those question giving below.

Thanks

SECTION A: DEMOGRAPHIC DATA

Instruction: Please tick (✓) the appropriate box that indicates your answer to the question

1. Age:
   a). 15-20 (   ) b). 21-25 (   ) c). 26-30 (   )   d). 30 and above (   )
2. Sex:
   a). Male   (   )   b). Female (   )
3. Marital Status
   a). Single   (   )   b). Married (   )
4. Religion:
   a). Islam   (   )   b). Christainity (   ) c). Traditional (   )
5. Occupation
   a). Student   (   )   b). Teaching (   )   c). Civil Servant (   ) d). Others (   )
6. Educational Qualification
   a). SSCE/WAEC   (   )   b). NCE/OND (   )   c). BSC/HND (   )

SECTION B

7. Is there any public relations department in Kwara State Polytechnic Ilorin?
   a). Yes   (   )   b). No (   )   c). Partially (   )

Please tick (✓) the appropriate option:

SA = STRONGLY AGREE

A = AGREE

N = NEUTRAL

D = DISAGREE

SD = STRONGLY DISAGREE

S/N	Statement	SA	A	N	D	SD
8	Students may view PR departments as being focused on manipulating public opinion rather than providing objective information.					
9	Students may perceive PR departments as being responsible for enhancing the reputation and brained image of their institution.					
10	PR departments often organize events, such as seminars, workshops, and campus activities					
11	Depending on the level of student involvement, some students may feel that PR departments do not adequately represent their interests.					
12	PR departments are adequately represents the interests and concerns of students in higher institution.					
13	Many students may appreciate the PR department's effort in effectively communicating information and managing the institution image.					
14	Students often encounter PR departments through events and campaigns organized by the institution.					
15	The effectiveness of communication channels used by PR department can influence student's perceptions.					
16	PR department are actively engaged with students and address their concerns more likely to be viewed positively.					