

**ATTITUDE AND PERCEPTION OF PUBLIC RELATIONS PRACTITIONERS
TOWARDS PUBLIC RELATIONS IN SELECTED HIGHER INSTITUTIONS IN
EDO STATE, NIGERIA**

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FACULTY OF ARTS
UNIVERSITY OF BENIN
BENIN CITY.**

NOVEMBER, 2022

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**A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF MASS
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DECLARATION

This project is based on a study undertaken by me, in the Department of Mass Communication, Faculty of Art under the supervision of Mr. Sunday Ekerikevwe, FRHD.

All ideas are the products of my personal research where the views of others were used, they were duly acknowledged.

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DEDICATION

This research work is dedicated to God Almighty for his guidance, strength and wisdom during the period of this study.

CERTIFICATION

This is to certify that this research work was carried out and written by OSATOHANMWEN, Thelma Osarumen, with matriculation number ART1708678, it is adequate in scope for the award of Bachelor of Arts(B.A) degree in Mass Communication of the University of Benin.

Mr. Sunday Ekerikevwe, FRHD.
Supervisor

DATE

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DATE

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ABSTRACT

The study is focused on the attitude of public relations practitioners towards public relations in higher institutions in Edo state. The objectives of the study were to ascertain the extent Public relations practitioners in higher institutions of learning in Edo state practice the profession in line with Nigerian Institute of Public Relations guidelines and to examine the challenges facing Public Relations practitioners in higher institutions in Edo state. The survey research method was used to gather the data used for the study. However, the population for this study is 150 while the sample size is 109. Findings revealed that Public relations practitioners in higher institutions of learning in Edo state have a positive attitude towards the practice of public relations and they practice the profession in line with Nigerian Institute of Public Relations guidelines. However, poor funding and lack of experience are major challenges facing practice of public relations practitioners in higher institution of learning in Edo state. The researcher therefore recommended among other things that Management should ensure that the Public relations unit be well funded and that public relations practitioners are well paid to ensure their well-being. The researcher also recommended that Public relations practitioners in higher Institution of learning should uphold the ethics of the profession in order to earn respect in the society. The focus of the study is attitude and perception of public relations practitioners towards public relations in higher institutions, which will help maintain mutually beneficial relationship between management and the public.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Tertiary institutions around the world have public relations offices which are created to propagate their missions. Quite often, the public relations office is charged with the responsibility of advancing the objectives of these institutions to enhance its corporate image, as well as winning the trust and loyalty of its publics.

According to Ogbemi (2011), Public relations is the act of reputation building and it is as old as man. Its aim is to influence public opinion or attitudes in the positive direction, that would ensure goodwill, understanding and acceptance. This implies that the main purpose of public relations is to establish and maintain a two way communication in order to continuously ensure understanding or resolve conflicts of interests between individuals, institutions, organizations and their publics. Achison (2005), notes that public relations is often used to maintain relationships with individuals or groups, which comprises of an organization's publics; including all the ways and means that can be used to achieve favourable relationship with any of the sub-publics of the organization.

The British Institute of Public Relations, defines Public Relations as the deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its publics. From the definition, it can be implied that public relations is an activity that is carefully and deliberately planned for. It is not done haphazardly; does not

involve trial and error and it is a continuous activity that seeks to build trust between an organization and its publics. Chukwu (2000), says that Public relations practice is a management philosophy aimed at doing everything possible to create good relationship between one organization and its publics. It aims at making friends for the organization and building internal and external good will on the reasonable assumption that these are strongly needed for an organization to remain in business and make profit with the increase in the activities of an organization. The need for an adequate communication between the organization and those who in one way or the other are affected by these activities of the organization becomes more imperative. An organization while wanting to remain liable, need to have good relations with its employees, customers, future investors, stake holders and infact, the general public.

The recent scholarly emphasis on public relations has focused on the relationship management perspective that balances the interests of organisation and publics through the management of organisations - public relationships (Ledingham, 2003, p.181). From this perspective, public relations is seen as “the management function that establishes and maintains mutually beneficial relationships between an organisation and the publics on whom its success or failure depends” (Broom, 2009, p.21). It includes public affairs, community relations, issues management, crisis management, and media relations (Ledingham, 2003, p.181). Later approaches to public relations have focused on strategic management. From this perspective, public relations is designed to build relationships with stakeholders, rather than being a set of messaging activities designed to buffer the organisation from them (Grunig, 2009, p.9). The strategic management paradigm emphasizes

two-way communication to provide the publics with a voice in management decisions and to facilitate dialogue between management and the publics both before and after decisions are made.

Adu-Oppong (2015), states that a growing trend in the corporate world is the creation of an office for public relations to facilitate the propagation of an organisation's mission. Quite often, the office has a cross-functional responsibility of maintaining a constant link with the public and with all functional units of an organisation including top management. Its operations vary from one organisation to another principally because of differences in mission, vision, goals and values. It is therefore not surprising that some organisations have public relations department that operate under just one office whereas in others, you would find many units within the public relations department. Ali (2012), argues that the importance of public relations is based on the need to convey the messages of an institution or organisation to a wide variety of people inside and outside it in order to establish and sustain its position in society by managing the relationship with stakeholders. The PR practitioner has the responsibility to act as the spokesperson and mediator, to reach target people and to manage the public perception of organizational crises through appropriate communication (Ali, 2012).

In some institutions like the universities, colleges of education, monotronics and polytechnics, there are forms of decentralization of managerial activities with a central coordinating body. This is because these institutions deal with various publics which necessitate dissemination of information in the most appropriate manner (Veena,

Dayaneethie & Zukiswo, 2012). Hence, the purpose or functions of public relations in the administration of higher institutions is to advance the objectives of these citadel of learning as formal organisations. However, notwithstanding the benefits of public relations to higher education, there are conflicting views about its significance to the operations of higher institutions. This is because Public Relations officers responsible for public relations are often left out of decision-making.

Sterne (2010), explains that negative attitudes towards the role of public relations have developed from the general perceptions and nomenclatures such as spin-doctoring, stonewalling or paid-lying. The public relations practitioners and allied professionals work to spread information and opinions to persuade the public on behalf of their clients (Larsson, 2009, p. 131). Criticisms of public relations label the goal of the job as being to gain more and more publicity through networking, relations-building, and attempting to influence media portrayals of their organisation or client. Critiques argue that it is synonymous with propaganda, citing a constant stream of abuses of public trusts by corporate communicators or public relations practitioners (Fawkes, 2007, p. 313). According to Fitzpatrick and Gauthier (2001), often such criticism results from either a misunderstanding of or lack of appreciation for the functions of public relations (p.195). The pessimistic labelling on public relations has triggered a debate on the actual role of public relations, creating an image crisis for the profession. .

On several occasions, PR practitioners are called in to implement some decisions that they hardly understand because they were not part of the decision making processes. They

are not accorded the status that will make them part of those decisions. This gives an impression of insignificance of their function as role players in the management activities (Eniola, 2011). In tertiary institutions, most decisions are made at the committee level which includes academics. Administrators serve as secretaries or implementers of the decisions. Since public relations practitioners who are also administrators are not privileged to be part of the decision making process, they are hardly able to comprehend the decisions made by the academics and this impedes their ability to advocate and propagate the decisions. An evaluation of the Public Relations office of some institutions found that there was need to increase public relation activities in the section. It was explained that this could be achieved only when the Public Relation section is accorded the same status as the other departments by appointing a head with similar status (Holtzhausen and Voto, 2002).

As Asemah (2021) notes, public relations executives are supposed to be placed under the management cadre; but unfortunately, this is only practised in breach because many institutions do not appreciate the role of the Public Relations Practitioner. Based on the foregoing, it is obvious that Public Relations Practitioners must have developed an attitude towards the profession. Thus, this study seeks to find out the attitude and perception of public relations practitioners towards Public Relations among selected higher institutions in Edo State, Nigeria.

1.2. Statement of the Problem

Public relations is still an evolving phenomenon, however the industry in Nigeria is facing an identity crisis and this has got everything to do with the moribund existence of the profession in Nigeria.

Asemah (2021), explains that Public relations is seen as the weakest link in the planned communication chain: this is because it is ironical that the practitioners that are supposed to project the image of others do not have a strong image. The level of quack public relations practitioners in Nigeria is unbelievable. The NIPR, as the umbrella organisation of public relations practitioners in Nigeria is not very effective in supervising the activities of PR practitioners in the country. PR practitioners are meant to be truthful and respect the interests of parties in a conflict, unfortunately, public relations is erroneously perceived to be propaganda. This is because most of the principals engage in bribes, lies and killing of negative stories in the mass media. This unethical behaviour and disregard of the NIPR codes by practitioners have given public relations a new look. It is now seen as deceptive persuasion, aimed at manipulating people with one sided truth.

John (2017), also notes that most organisation leaders have no respect for the profession as they believe anyone can do the job of public relations if put through. Asemah (2021), avers that organizational leaders have a myopic perception of the profession, so they do not see the need for engaging both an in-house public relations practitioner and consultant to manage their reputation. If they eventually do, they could just employ them as errand officers, this is a bastardization of the profession. In addition, scholars have argued that the public

relations unit in most organizations are under staffed and funded because management sees public relations as a cost centre and not revenue centre-understandably. This is perhaps because public relations does not generate funds directly.

Notably, the Public relations unit in higher institutions are faced with similar challenges like their counterparts in other organizations. It is against this backdrop that this study seeks to ascertain the attitude and perception of public relations practitioners towards Public Relations among selected higher institutions in Edo State, Nigeria.

1.3 Objectives of the Study

The study will achieve the following objectives:

- i. To ascertain the extent at which Public relations practitioners in higher institutions of learning in Edo state practice the profession in line with NIPR guidelines.
- ii. To ascertain the attitude of public relations practitioners towards public relations in higher institutions in Edo state.
- iii. To find out the challenges facing Public Relations practitioners in higher institutions in Edo state

1.4. Research Questions

The study is anchored on the following research questions:

- i. To what extent does Public relations practitioners in higher institutions of learning in Edo state practice the profession in line with NIPR guidelines?

- ii. What is the attitude of public relations practitioners towards public relations in higher institutions in Edo state?
- iii. What are the challenges facing Public Relations practitioners in higher institutions in Edo state?

1.5. Significance of the Study

This study would be important to both researchers and the academic community. It would also be useful to the public relations unit in the University of Benin, Benson Idahosa University and Auchu Polytechnic. In addition, it will enable researchers gain an insight into the field of public relations and also help them to properly understand the attitude and perception of public relations practitioners towards public relations. That aside, researchers can use this study as a point of reference if they are ever to conduct a similar study.

1.6. Scope of the Study

This study will focus on the Public relations unit and PR practitioners in the University of Benin (UNIBEN), Benson Idahosa University (BIU), and Auchu Polytechnic. UNIBEN, BIU and Auchu polytechnic were selected as the scope of study on the basis of hierarchy as they happen to be among the best tertiary institutions in Nigeria. . As such, our main point of focus in this study are PR practitioners in the selected higher institutions.

1.7 Limitations of the Study

During the course of carrying out this research, the researcher encountered some challenges such as uncooperativeness from members of staff in the public relations unit at BIU, UNIBEN and Auchi Polytechnic, who made it difficult for the researcher to get access to cogent information required for this study. Similarly, finance needed to travel around to share the questionnaire was a challenge to the researcher.

1.8 Operational Definition of Terms

The following terms have a unique use in the study. They are therefore defined in order to lend clarity and enhance understanding of the entire text by the readers of this study.

- i. **Attitude:** This is the way an individual thinks and feels about something. It is the manner, disposition, feeling, position with regard to a person or thing. **Higher institution:** This is a university or other institution dedicated to providing education at Level 4 and above, such as diploma, bachelors, masters and doctoral degrees
- ii. **Perception:** This is the ability to see, hear, or become aware of something through the senses. It is the way in which something is regarded, understood, or interpreted.
- iii. **Public Relations:** The deliberate, planned and sustained effort aimed at creating and managing a mutual understanding between an organisation and its publics.

CHAPTER TWO

LITERATURE REVIEW

2.1 Concept of Public Relations

Public Relations is a profession, career and discipline that has attracted so many definitions; but the numerous definitions have a lot in common. A major point of reference is that public relations involves creating mutual understanding between organisations and their publics. As an activity, it is complex and indeed has many components.

Asemah (2019), states that public relations can be seen as an aspect of communication that involves promoting a desirable image for a person, group of people, government, organisation, government, etc. seeking public attention. Public relations activities and policies are used to create public interest in a person, idea product, institution or business establishment. By its nature, public relations is devoted to serving particular interest but presenting them to the publics in the most favourable light. Osho (1999), subscribes to one of the earliest definitions of public relations which sees public relations as the management function which evaluated public attitudes, identifies the policies and procedures of an organisation with the public interest and executes programmes of actions and communication, to earn public understanding and acceptance.

Daramola (1997) says that public relations is conducted to improve mutual understanding between an organisation and all those with whom it comes in contact with, both within and outside the organisation. Public relations is everything directed towards improving

communication between people and organisations or all actions to broaden the sphere of influence of an organisation by appropriate publicity, advertising and other forms of communication. Public relations is therefore about devising and implementing strategic campaigns, reacting to crisis and ensuring that an organisation is always, correctly and positively presented.

Black (1989), cited in Asemah (2019), says that public relations involves the establishment of a two communication to resolve conflicts of interest, seeking common grounds or areas of mutual interests and establishment of understanding, based on truth, knowledge and full information. This means that public relations is based on truth, not half truth or telling of lies and involves a two way communication process, involving effective feedback and monitoring mechanism. Public relations is also described as the process of creating mutual understanding between an organisation and its publics. It entails an organisation creating a favourable public opinion for itself, which will therefore, make the publics, both internal and external, accept its programmes and policies.

It is often believed that public relations only promotes the image of an organisation, even when the organisation performs badly; this is wrong; public relations must perform with the sense of social responsibility. A good public relations image built on good years can see an organisation through dark or crisis period. This explains why the France Government definition of public relations says that the duties of the public relations practitioner whether he belongs to the staff of a firm or is an independent consultant are to devise the means of establishing and maintaining good relations, based on mutual confidence with the publics and

keeping it informed of their achievements and more generally, of all matters relating to their operations. Public relations is therefore, a system that encourages the support of public opinion as essential in all facets of activities in an organisation.

2.2. Evolution of Public Relations

Public Relations is an organised form of communication and it is as old as man. In the primitive days, public relations was used to inform, integrate and unite the people. It is very safe to say that what we now refer to as public relations has actually being with from time immemorial. That is, from the beginning of man's existence. Although, the concept public relations was coined the twentieth century, it's practice had being since the dawn of the recorded history of man.

According to Asemah (2019), Public Relations as a field can be traced to the early 20th century when American business men found it necessary to respond to attacks by social reformers. A mile stone in the industry was the opening of publicity office in 1904 by Ivy Lee. The publicity office was opened in New York. Subsequently, other firms in the field of public relations were opened by the end of World War One, the concept of public relations had gained a wide acceptance. Meanwhile in Nigeria, the development of Public Relations in Nigeria is not separated from the country's colonial past. Britain was our colonial master for a long period of time and during our mid-way into its forced administration of the country, strident voices rose from within the country against the consequences of colonial subjugation. Nationalist activities were boosted by the increased awareness of the citizenry engineered by the educated elites among who were trade unionist.

Against a background of conscription into the colonial army for purpose of prosecuting the first and second world wars, deplorable standards of living occasioned by the decline in the prices of agricultural product, scarcity of essential goods and the consequent high cost of living, social disenchantment and unpopularity of the government became a logical development, in an attempt to check the growing disaffection against the government, the establishment of an information, The office was also charged with the responsibility of sorting out matters connected with the newly established information office. In 1944, the name of the office was changed to Public Relations Office. The name was accepted by the people who in those days had some misgivings about the information office because during the war years, the war information office was unfortunately seen as a police informant or detective. In 1947, after the adoption of the Richard constitution, the public relations office was changed to Public Relations Department. It was the only office of its kind in Nigeria in the then unitary government. In 1957, a regional office was opened in Ibadan and in 1958, another regional office was opened in Enugu. With the expansion of the Public Relations Department of the government into hinterlands, the Public Relations Department soon became a factor to be reckoned with in the development of good press relations.

2.3 Functions of Public Relations

The importance of Public relations in any organization cannot be overstressed. This is the reason why all meaningful and successful organisations have public relations unit in their organisational structure or organogram. Ogbemi (2011), highlighted the following as the functions of public relations in any organisation:

- i. Establishing and maintaining a correct image of the organisation and its policies, products, services and personnel.
- ii. Monitoring outside opinion and convey this intelligence to management.
- iii. Advising management on communication problems, solutions and techniques.
- iv. Providing information to publics about policies, activities, products, services and personnel so that maximum knowledge and understanding is won.
- v. Conducting tours
- vi. Talking to editors, reporters and editorial staff.
- vii. Preparing publicity items.
- viii. Writing feature and articles making sure that they are published in the right media.

2.4 Challenges of Public Relations

The challenges of Public Relations as noted by Neliaku (2008) are, but not limited to:

- i. **Misconception of the profession:** Most people think that public relations is advertising, propaganda, publicity, sales promotions and marketing. But public relations is not these.
- ii. **Unethical Behaviour of some practitioners:** This makes critics to regard public relations people as manipulators. That is people with deceptive persuasion.

- iii. **Lack of Adequate funding and sponsorship support:** Provision of adequate funding to strengthen the practice of public relations constitutes a major challenge to the profession. Beautiful and well coordinated initiatives need to be properly funded.
- iv. **Lack of proper comportment and carriage by practitioners:** Public relations practitioners are transformers, but to be effective and taken seriously, we must appear decent, we must possess the right attitude and we must carry ourselves as kings.
- v. **Failure of most organisations to place their public relations men on the management board:** Most decisions are often taken without the knowledge of their public relations staff who are forced to be blamed when such policies fail.
- vi. Another challenge is the frequent disagreement by the management and public relations practitioners of the functions and objectives of public relations.

2.6. Role of Public Relations in Educational Institutions

The recognition and acceptance of public relations as a vital communication tool in the hands of all organisation cannot be overemphasized. According to Adu-Oppong (2015) the role played by Public relations in educational institutions is to manage the flow of both internal and external communication. Public relations practitioners manage the institution's reputation with various groups including internal and external publics. Sietel (2009) states that Public Relations Practice in higher institutions of learning is based on two-way communications facilitated through a multimedia approach and is founded on research.”

The traditional role of the higher institution public relations person has been described to be that of a scribe and paper mover, whose purpose typically is to inform but often to publicize. For the most part, the duties of the educational public relations specialist or practitioner is the recording and publishing of minutes of board meetings, the development of brochures for financial campaigns and even the supervision of the school publications (Ojomo et al, 2006). Today however, the role of the educational Public Relations practitioner is seen as a much broader one. Flatt (2002) listed twenty (20) roles for the contemporary public relations specialist. These leadership roles emphasized a variety of skills; publicizing, advertising, marketing (of existing and new products services), editing and knowing basic graphic design, conducting budget and building referenda campaigns, public relations in service for administrators and staff, relating effectively to adults and youth in community problem solving situations, dealing with oral and written complains and organizing and administering communications plans for schools crisis, keeping accurate district public relations records, determining alternative futures and serving not only as the district peacemaker and public conscience, but also as one of the superintendents key advisors, which includes speaking for him or her on occasions.

Other roles of the public relations practitioner in an educational institutions as noted by Asemah (2019), includes:

- i. Counseling management on the development of policies and operations in order to develop sound relationships with the various pertinent publics

- ii. Analysis of the social, economic, political and human environment at which the business or institution operates, in order to anticipate development and provide a basis for advise to management.
- iii. Communicating essential information about managerial policies and practices, products and services to the concerned publics.
- iv. Handling of news releases and other forms of media coverage, supervising employees and other internal communications, managing promotions and special events, etc.

2.6 Attitude and Perception of Public Relations Practitioners Towards Public Relations in higher

Over the years, universities 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 universities. For instance, the crowding of campuses, inadequacy of accommodation, escalation of fees and limited amenities are some of the problems bothering all stakeholders that need to be explained to their satisfaction. Adequate and satisfying explanations to such problems certainly require a well-coordinated system of information service delivery for which effective public relations is required.

Adu-Oppong (2015), suggests that there is the need to look for effective ways of sharing or exchanging information with students, tax payers, alumni and other interested

parties. Therefore, new and more innovative ways of facilitating communication between the larger community and the minority must be sought. Asemah (2021) notes that irrespective of the role played by public relations in organisations like higher institutions of learning, public relations practitioners should not dabble into the more mundane details of organising events and producing calendars, rather they should focus on communication, perception and reputation management. He stated that dabbling into the mundane has created a myopic perception of the profession by management. This has led to a bastardization of the profession as most practitioners are now treated as errand boys.

Eniola (2011) explains that on several occasions, public relations practitioners are usually unaware of the decisions made by management of most tertiary institutions. He opines that in most cases, the Public relations practitioner is often called to implement these decisions that they hardly understand because they are not part of the decision making processes. They are not given respect that will make them part of those decisions. This makes them irrelevant as role players in these educational Institutions.

Media scholars have also argued that most PR practitioners in higher institutions are not well trained and do not consider the profession an area that needs much expertise. Many would rather major in science disciplines or business and still find themselves in a public relations job. Most of those who occupy the position of public relations in both government and private tertiary institutions are not public relations major. Some claim to be practitioners simply because they are practising journalism. Also, even those who eventually had training in public relations refuse to specialise in a particular aspect of public relations just because

they want to keep every account that comes their way; PR education, reputation management, community relations, research and so on and they also want to do everything so they could make much money from practice. Hence, money is becoming the drive for people delving in public relations profession (Joseph, 2017).

Ega (2019) opines that the public relations person is an image maker. He should think, speak and act as a manager, rather than a communicator alone. Thus, a public relations practitioner can be an effective person that could be expected to contribute significantly to the development of his organisation, irrespective of the hurdles and challenges faced like lack of equipment, low budget funding and quacks in the profession.

2.7 Empirical Review

The empirical review section covers areas of previous researches related to the current study:

Adu-Oppong (2015) conducted a study on *Public relations as a Management tool in tertiary institutions*. The objectives of the study were to examine the extent of practice of public relations as a tool for facilitating the achievement of the objectives of the University of Education, Winneba. The study adopted the survey research design, while data for the study were collected using questionnaire from a sample of One Hundred and Fifty (150) respondents sampled from staff of the University. Findings from the study revealed that the University's public relations department is poorly resourced to perform its functions. The findings also showed that the challenges militating against its operations are scarce telecommunication equipment, lack of official means of transportation and lack of trained

personnel. Furthermore, the study revealed that the public relations position is neither accorded the same status as other senior management positions nor involved adequately in decision making. Based on the findings, the study recommended that the public relations unit of the University be adequately resourced and the practitioners adequately empowered.

Uniproject (2020) examined the *Role Of Public Relations In Improving The Image Of Tertiary Institutions. (A Case Study Of Imt Enugu)*. The objectives of the study were to appraise public relations activities in tertiary institutions using the Institute of Management and Technology (IMT) Enugu. The study employed the Bouleys formula to determine the sample size of the staff and students. Topmans formula was also used to determine the sample size for external public. Findings of the study revealed that IMT public relations department is not well funded and they lack facilities to enable them meet up with daily tasks. The findings also showed that the organization did not define the role of the public relations staff/ management. Thus, the study recommended that IMT 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. It also recommended that 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 department of other organizations are made to understand that their actions are what other publics will use in rating the organization.

Anggren, P., (2018), conducted a study on *The Role of Public Relations as A Management Function in Higher Education*. The objectives of the study were to examine the role and position of public relations in managing educational institution. The study also sought to evaluate the performance of public relations as part of management. In the aspect of it's methodology, employed a qualitative descriptive research method, using interview guide to draw data from the subjects. The findings of the study showed that not all public relations officers in Mahendradatta University, perform their role as real public relations officers. They also do not have the same understanding about the role of a public relations officer.

Although the above studies is related to the present study, it is important to note that there are areas that were not touched and it is this gap in knowledge that this study seeks to cover. Thus, what Public relations practitioners in higher institutions in Edo state think of public relations, the attitude of public relations practitioners towards public relations in higher institutions in Edo state and the challenges facing Public Relations practitioners in higher institutions in Edo state are the gaps meant to be bridged by this study.

2.8 Theoretical framework

Theoretical framework helps to understand how any undertaken study is relevant to our general understanding of the process of communication and it also provides the foundation of any study because all researches begin with assumptions, concepts and theories which are either proved or disproved at the end of the study. This study is anchored on the public sphere theory.

As regards the public sphere theory, Jurgen Habermas proposed the theory in response to what he considered as the massification and atomization of the public by the media. Habermas (1989), conceived the public sphere as an arena where citizens have unrestricted access about matters of general interest, based on freedoms of assembly, association, expression and publication of opinions without undue economic and political control. In support of Habermas' concept, Flichy (2010) argues that the theory provides people with opportunity to contribute to themes of interest, confront different opinions and find an audience.

According to Flichy (2010), the social recognition of those with these interests are particularly significant in the field of arts, popular culture, science and politics. In the case of organizations, this democratization of 'debate' affects the fundamental parameters of the 'public sphere', because the perception and opinion of the publics, who are affected and whose actions can affect the organization is not subjected to any form of control. In Benson Idahosa University, The University of Benin and Auchi Polytechnic, public relations practitioners of the institution are the public sphere, having undefined boundaries with respect to freedom of expression, without adequate regulation on what they think or feel about an issue of concern.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research Design

This study is executed using the survey research method. Survey is a quantitative research method used principally for human related study. According to Wimmer and Dominick (2004), Survey is a method of data gathering used most often for gathering information from a sample of individuals. Survey was used for this work because it enabled the researcher to gather data through questionnaire from consumers who are respondents, and this was done to measure the attitude and perception of Public Relations Practitioners Towards Public Relations among selected higher institutions in Edo State, Nigeria.

The adopted design for this study is the quantitative research design, which is survey; a method used principally for human related study. The instrument for data gathering used for this work is the questionnaire, which was used to collect data from Public Relations Practitioners in the selected higher institutions in Edo State, Nigeria.. This gave the researcher the opportunity to elicit relevant responses from the respondents.

3.2 Population of the study

Nwosu (2006, p.491) defined population of a study as “the total number of elements within a given environment which a research is set to study”. The population of this study is 150 and it consists of Public Relations Practitioners, from Benson Idahosa University, The

University of Benin and Auchu Polytechnicin Edo state, according to data gotten by the researcher from a Pre-contact survey.

3.3 Sample Size

According to Adeagbo (2009), sample refers to a group of people that are selected for research purposes from which information is obtained. A sample size can be seen as any part of a population taken in a specific manner, and the larger the scope of the study, the larger tends to be sample size used for the study (Okwechime, 2011). The sample size of this study is determined using the Taro Yamene formula:

$$N = \frac{N}{1 + N \{e\}^2}$$

Whwre N= population size

e= Sampling error [0.05]

^= raised to the power of

To vividly clarify how the sample size was gotten, the work goes thus

$$n = \frac{150}{1 + 150 (0.05)^2}$$

$$n = \frac{150}{1 + 150 (0.0025)}$$

$$n = \frac{150}{1.375}$$

$$n = 109$$

Therefore, the sample size of this study is 109.

3.4 Sampling Technique

This study adopted the Purposive sampling technique to select respondents for the study. A Purposive sampling technique is a form of non-probability sampling in which researchers rely on their own judgment when choosing members of the population to participate in the surveys. The Purposive sampling procedure was employed for this study because it enabled the researcher to gather information and intentionally select subjects with similar characteristics.

3.5 Instrument of Data collection

The instrument for collecting data in this study is the questionnaire. A questionnaire is a research instrument consisting of a series of questions and other prompts for the purpose of gathering information from respondents. The questionnaire instrument has two sections: the demographic and psychographic section. The demographic section is used to elicit information about the bio-data of the respondents while the psychographic section focused on the research questions. The questionnaire is drafted in simple sentences and will made use of close and open ended questions in order to give the respondents enough room to field in responses to the question.

3.6 Administration of Instrument

In terms of administration, the questionnaire was personally administered to the respondents by the researcher. This was done to ensure that errors were not made, while responding to the questions and that viable data was retrieved for the study.

3.7 Validity of Instruments

Validity is used to establish confidence that a given research instrument can produce acceptable results and significant information. The research instruments for this study is the questionnaire. This instrument was subjected to face-validity by the supervisor to affirm it as an instrument for collecting data in meeting with the objectives of the study.

3.8 Reliability of instrument

According to Asika (2006, P.73), reliability is “the consistency between independent measurements of the same phenomenon...the accuracy or precision of a measuring instrument.” The questionnaire which is an instrument in this study is highly reliable and were used to measure the attitude and perception of Public Relations Practitioners Towards Public Relations among selected higher institutions in Edo State. Data collated using the research instrument were first subjected to a pilot study. In the course of the pilot study, 20 copies of questionnaire were shared to respondents.

3.9 Method of Data Analysis

The percentage method will be adopted to analyse and interpret the data. Simple percentages will also used to answer the research questions. The method of presenting the data collected for the study is the quantitative method of data analysis. This analysis involves the presentation of statistics to confirm or invalidate the study.

Total Number of Respondents

Total Number of Responses x 100

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.0 Introduction

This chapter presents and analyses the data collated through the questionnaire. The data collected are analysed using the simple percentage method. A total of 109 questionnaires were distributed and 8 were not returned and 1 were not properly filled making the sample size a total of 100, after questionnaire administration which accounts for 97% return and 3% loss. 100 respondents therefore represent 100% of the sample size being studied. The details of the questionnaire are analysed below using frequencies, percentages and tables for the presentation of data.

4.1 Data presentation and analysis

SECTION A

Table 1: Showing the distribution of Respondents by Gender

Sex	No of respondents	Percentage
Male	41	41%
Female	59	59%
Total	100	100%

Source: field survey 2022

From Table 1, 41 of the respondents which represent 41% of the sample size are male, while the remaining 59 of the respondents which represent 59% of the sample size are

females. This shows that the study is composed of both males and females. However, females were more available to participate in the study.

Table 2: Showing the distribution of Respondents by Age

Age	No of respondents	Percentage
18 – 25	7	7%
26-35	42	42%
36 and above	51	51%
Total	100	100%

Source: field survey 2022

From Table 2, 7 of the respondents which is 7% of the sample size are 18 -25 years of age, 42 of the respondents which is 42% of the sample size are between the age of 26-35, while 51 of the respondents which represents 51% of the sample size are 36 ears and above. This shows that the study is composed of respondents of various age distribution. However, public relations practitioners who participated more in this study, are between the age of 36 and above.

Table 3: Showing the distribution of Respondents by Martial Status

Marital status	No of respondents	Percentage
Single	25	15.1%
Married	71	0%
Divorced	4	84.9%
Total	100	100%

Source: field survey, 2022

Table 3 indicates that 25 (25%) respondents are single, 71 (71%) are married while the remaining 4 (4%) are divorced. This reveals that the study is composed of respondents with different marital status. However, those who are married were more available for the study.

Table 4: Showing the distribution of Respondents by Religion

Religion	No of respondents	Percentage
Islam	39	39%
Traditional	0	0%
Christian	61	61%
Total	100	100%

Source: field survey, 2022

Table 4 shows that 39 of the respondents which accounts for 39% of the sample size are muslims, none of the respondents were traditionalists, while 61 of the respondents representing 61% of the sample size are Christians. This indicates that a large percentage of respondents (61%) of the respondents are Christians.

Table 5: Showing the distribution of Respondents by Tertiary Institutions

Level	No of respondents	Percentage
UNIBEN	29	29%
BIU	33	33%
Auchi Polytechnic	38	38%
Total	100	100%

Source: field survey 2022

Table 5 reveals that 29 respondent (29%) are public relations practitioners in UNIBEN, 33 respondents (33%) are from BIU, while 33 respondents (38%) are from Auchi Polytechnic. This reveals that the study is composed of public relations practitioners from different tertiary Institutions. However, practioners in Auchi polytechnic participated more in this study.

SECTION B

This section, provides the psychological information of the study.

Table 6: Public Relations Practitioners in higher institutions of learning practice the profession in line with NIPR guidelines

Variables	Number of respondents	Percentage
Agreed	50	50%
Strongly agreed	30	30%
Undecided	4	4%
Disagree	11	11%
Strongly disagreed	5	5%
Total	100	100%

Source: field survey 2022

Table 6, indicates that 50 (50%) respondents agreed that Public Relations Practitioners in higher institutions of learning practice the profession in line with NIPR guidelines, 30 (30%) respondents strongly agreed, 11 (11%) disagreed, while 5 (5%) respondents strongly disagreed that Public Relations Practitioners in higher institutions of

learning practice the profession in line with NIPR guidelines. The remaining 4 (4%) are undecided. This shows that a majority of the respondents agreed that Public Relations Practitioners in higher institutions of learning practice the profession in line with NIPR guidelines.

Table 7: To what extent does Public Relations Practitioners in Higher Institutions of learning practice the profession in line with NIPR guidelines

Variables	Number of respondents	Percentage
Very high	32	32%
High	45	45%
Can't tell	10	10%
Low	13	13%
Very low	0	0%
Total	100	100%

Source: field survey 2022

Table 7 shows that, 32(32%) respondents believe that the extent at which Public Relations Practitioners in higher institutions of learning practice the profession in line with NIPR guidelines is very high, 45 (45%) respondents agreed that the extent is high, 10 (10%) respondents can't tell, while the remaining 13 (13%) respondents believe that the extent at which Public Relations Practitioners in higher institutions of learning practice the profession in line with NIPR guidelines is low. This simply indicates that, a high percentage of the total respondents believe that the extent at which Public Relations Practitioners in higher institutions of learning practice the profession in line with NIPR guidelines is high.

Table 8: Showing the Public Relations unit in Higher Institutions of learning is placed under management cadre

Variables	Number of respondents	Percentage
Agreed	66	66%
Strongly agreed	32	32%
Undecided	2	2%
Disagree	0	0%
Strongly disagreed	0	0%
Total	100	100%

Source: field survey 2022

From Table 8, 66 (66%) respondents agreed that the Public Relations unit in higher Institutions of learning is placed under management cadre, 32(32%) respondents strongly agreed that the Public Relations unit in higher Institutions of learning is placed under management cadre, while 2(2%) respondents are undecided. This simply shows a great percentage of the respondents are of the opinion that the Public Relations unit in higher Institutions of learning is placed under management cadre.

Table 9: Showing the attitude towards the practice of public relations in higher institutions of learning.

Variables	Number of respondents	Percentage
Positive	100	100%
Negative	0	0%
Neutral	0	0%
Can't tell	0	0%
Undecided	0	0%
Total	100	100%

Source: field survey 2022

Table 9 reveals that all 100 (100%) respondents agreed that their attitude towards the practice of public relations in higher Institutions of learning is positive. This shows that public relations practitioners have a positive attitude towards the practice of public relations in higher Institutions of learning.

Table 10: Public relations helps maintain mutually beneficial relationship between Management and the Public

Variables	Number of respondents	Percentage
Agreed	72	72%
Strongly agreed	28	28%
Undecided	0	0%
Disagree	0	0%
Strongly disagreed	0	0%
Total	100	100%

Source: field survey 2022

Table 10 indicates that, 72 (72%) respondents agreed that public relations helps maintain mutually beneficial relationship between management and the public, while 28 (28%) respondents strongly agreed that public relations helps maintain mutually beneficial relationship between management and the public . This shows that majority of the respondents are of the opinion that public relations helps maintain mutually beneficial relationship between management and the public.

Table 11: Extent at which Public relations helps maintain mutually beneficial relationship between Management and the Public

Variables	Number of respondents	Percentage
Very high	33	33%
High	37	37%
Can't tell	15	15%
Low	12	12%
Very low	3	3%
Total	100	100%

Source: field survey 2022

Table 11, shows that 33 (33%) respondents agreed that the extent at which Public relations help maintain mutually beneficial relationship between management is very high, 37 (37%) respondents believe it is high. 15 (15%) can't tell, while 12 (12%) respondents say it is low. Meanwhile, 3(3%) respondents believe that the extent at which Public relations helps maintain mutually beneficial relationship between management and the public is very low. This reveals that a great proportion of the respondents are of the opinion that Public relations help maintain mutually beneficial relationship between management and the public to a high extent.

Table 12: What are the challenges confronting the practice of public relations practitioners in your Institutions

Variables	Number of respondents	Percentage
Poor funding	35	35%
Lack of experience	35	35%
Lack of Facilities	0	0%
Poor working condition	20	20%
Frequent crisis	10	10%
Total	100	100%

Source: field survey 2022

From Table 12, 35 (35%) respondents, respectively agreed that poor funding and lack of experience is a challenge to the practice of public relations practitioners in their institution, 20(20%) respondents believe that poor working condition is a challenge to the practice of public relations practitioners in their institution, while 10 (10%) respondents agreed that frequent crisis is a challenge. This indicates that a majority of the respondents are of the opinion that poor funding and lack of experience is a basic challenge to the practice of public relations practitioners in their institution.

Table 13: Public Relations practitioners are committed to their information roles in Higher Institutions of learning in Edo state

Variables	Number of respondents	Percentage
Agreed	54	54%
Strongly agreed	26	26%
Undecided	9	9%
Disagree	11	11%
Strongly disagreed	0	0%
Total	100	100%

Source: field survey 2022

Table 13 reveals that 54 (54%) respondents agreed that Public Relations practitioners are committed to their information roles in higher Institutions of learning in Edo state, 26

(26%) respondents strongly agreed that Public Relations practitioners are committed to their information roles in higher Institutions of learning in Edo state, 9 (9%) respondents are undecided, while 11 (11%) disagreed that Public Relations practitioners are committed to their information roles in higher Institutions of learning in Edo state. This shows that a larger amount of the total respondents agreed that Public Relations practitioners are committed to their information roles in higher Institutions of learning in Edo state.

Table 14: To what extent are Public Relations practitioners committed to their information roles in higher Institutions of learning?

Variables	Number of respondents	Percentage
Very high	30	30%
High	45	40%
Can't tell	11	11%
Low	9	9%
Very low	5	3%
Total	100	100%

Source: field survey 2022

Table 14 shows that 30 (30%) respondents agreed that the extent at which Public relations practitioners are committed to their information roles in higher Institutions of learning is very high, 40 (40%) respondents believe it is high. 11 (11%) can't tell, while 9 (9%) respondents say it is low. Meanwhile, 5 (5%) respondents believe that the extent at which Public relations practitioners are committed to their information roles in higher

Institutions of learning is very low. This reveals that a great proportion of the respondents are of the opinion that Public relations practitioners are committed to their information roles in higher Institutions of learning to a high extent.

Table 15: Public relations practitioners do not consider the profession as an area that needs much expertise.

Variables	Number of respondents	Percentage
Agreed	0	0%
Strongly agreed	0	0%
Disagree	91	91%
Strongly disagree	8	8%
Undecided	0	0%
Total	332	100%

Source: field survey 2022

Table 15 reveals that 91(91%) respondents disagreed that public relations practitioners do not consider the profession as an area that needs much expertise., While (8%) respondents strongly disagreed that public relations practitioners do not consider the profession as an area that needs much expertise.. This shows that, a very large percentage of the total respondents are of the opinion that public relations practitioners consider the profession as an area that needs much expertise.

4.2 Discussion of findings

Introduction

This section provides answers to the research questions raised in chapter one.

4.2.1 RQ 1: To what extent does Public relations practitioners in higher institutions of learning in Edo state practice the profession in line with NIPR guidelines?

In answering this question, Table 6, 7, 8 and 15 were used.

Data presented in Table 6, reveals that 50 (50%) respondents agreed that Public Relations Practitioners in higher institutions of learning practice the profession in line with NIPR guidelines, 30 (30%) respondents strongly agreed, 11 (11%) disagreed, while 5 (5%) respondents strongly disagreed that Public Relations Practitioners in higher institutions of learning practice the profession in line with NIPR guidelines. The remaining 4 (4%) are undecided. Meanwhile, Table 7 shows that, 32(32%) respondents believe that the extent at which Public Relations Practitioners in higher institutions of learning practice the profession in line with NIPR guidelines is very high, 45 (45%) respondents agreed that the extent is high, 10 (10%) respondents can't tell, while the remaining 13 (13%) respondents believe that the extent at which Public Relations Practitioners in higher institutions of learning practice the profession in line with NIPR guidelines is low. From Table 8, 66 (66%) respondents agreed that the Public Relations unit in higher Institutions of learning is placed under management cadre, 32(32%) respondents strongly agreed that the Public Relations unit in higher Institutions of learning is placed under management cadre, while 2(2%) respondents are undecided. Similarly, Table 15 reveals that 91(91%) respondents disagreed that public

relations practitioners do not consider the profession as an area that needs much expertise., While (8%) respondents strongly disagreed that public relations practitioners do not consider the profession as an area that needs much expertise.

Based on the analysis of data, the findings reveal that Public Relations Practitioners in higher institutions of learning in Edo state practice the profession in line with NIPR guidelines to a high extent. The findings also reveal that the Public Relations unit in higher Institutions of learning in Edo state is placed under management cadre and that public relations practitioners in the selected institutions consider the profession as an area that needs much expertise.

4.2.2 RQ 2: What is the attitude of public relations practitioners towards public relations in higher institutions in Edo state?

Table 9, 10, 11, 13 and 14 provided answers to this question.

Table 9 reveals that all 100 (100%) respondents agreed that their attitude towards the practice of public relations in higher Institutions of learning is positive. Similarly, Table 10 indicates that, 72 (72%) respondents agreed that public relations helps maintain mutually beneficial relationship between management and the public, while 28 (28%) respondents strongly agreed that public relations helps maintain mutually beneficial relationship between management and the public. Table 11, shows that 33 (33%) respondents agreed that the extent at which Public relations help maintain mutually beneficial relationship between management is very high, 37 (37%) respondents believe it is high. 15 (15%) can't tell, while 12 (12%) respondents say it is low. Meanwhile, 3(3%) respondents believe that the extent at

which Public relations helps maintain mutually beneficial relationship between management and the public is very low. In addition, Table 13 reveals that 54 (54%) respondents agreed that Public Relations practitioners are committed to their information roles in higher Institutions of learning in Edo state, 26 (26%) respondents strongly agreed that Public Relations practitioners are committed to their information roles in higher Institutions of learning in Edo state, 9 (9%) respondents are undecided, while 11 (11%) disagreed that Public Relations practitioners are committed to their information roles in higher Institutions of learning in Edo state. Table 14 shows that 30 (30%) respondents agreed that the extent at which Public relations practitioners are committed to their information roles in higher Institutions of learning is very high, 40 (40%) respondents believe it is high. 11 (11%) can't tell, while 9 (9%) respondents say it is low. Meanwhile, 5 (5%) respondents believe that the extent at which Public relations practitioners are committed to their information roles in higher Institutions of learning is very low.

The findings indicates that public relations practitioners in higher institutions of learning in Edo state have a positive attitude towards the practice of public relations and that public relations help maintain mutually beneficial relationship between management and the public to a high extent. The findings also reveal that a majority of the respondents agreed that Public Relations practitioners are committed to their information roles in higher Institutions of learning in Edo state and that extent at which they are committed to their information roles is high.

4.2.3 RQ 3: What are the Challenges facing Public Relations Practitioners in Higher Institutions in Edo state?

Data in Table 12 provided answers to this question.

From Table 12, 35 (35%) respondents, respectively agreed that poor funding and lack of experience is a challenge to the practice of public relations practitioners in higher institution in Edo state, 20(20%) respondents believe that poor working condition is a challenge to the practice of public relations practitioners in higher institutions in Edo state, while 10 (10%) respondents agreed that frequent crisis is a challenge. The findings indicate that poor funding and lack of experience is a major challenge to the practice of public relations practitioners in higher institution of learning in Edo state.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary of Findings

This chapter summarizes the details of what the study is about, the method used in collecting data and the finding of the collected data. The study was aimed at examining the Attitude and Perception of Public Relations Practitioners towards Public Relations among selected Higher Institutions in Edo State, Nigeria. The survey research method was employed to gather data for this study using questionnaire as the research instrument.

From the responses gathered from the respondents through the questionnaire, the following were the findings of the study:

- I. Public Relations Practitioners in higher institutions of learning in Edo state practice the profession in line with NIPR guidelines.
- II. The Public Relations unit in higher Institutions of learning in Edo state is placed under management cadre
- III. Public relations practitioners in higher institutions of Edo state consider the profession as an area that needs much expertise.
- IV. Poor funding and lack of experience is a major challenge to the practice of public relations practitioners in higher institution of learning in Edo state.
- V. Public relations practitioners in higher institutions of learning in Edo state have a positive attitude towards the practice of public relations

VI. Furthermore, Public relations help maintain mutually beneficial relationship between management and the public to a high extent.

5.2 Conclusion

Based on the foregoing, the outcome of this study has shown that Public relations practitioners in higher institutions of learning in Edo state have a positive attitude towards the practice of public relations and that they practice the profession in line with NIPR guidelines. The study has further revealed that public relations help maintain mutually beneficial relationship between management and the public to a high extent.

From the analysis of data, the obvious conclusion from the study is that public relations practitioners in higher institutions of learning in Edo state are committed to their information roles and they consider the profession as an area that needs much expertise.

5.3 Recommendations

1. Arising from the findings, the study recommends Management should ensure that the Public relations unit is well funded and that public relations practitioners are well paid to ensure their well-being and to cut down rate of corruption in the profession to a minimal.
2. Public relations practitioners in higher Institution of learning should uphold the ethics of the profession which includes truthfulness, fairness and objectivity in order to earn respect in the society.

3. Public relations practitioners should engage in activities that will create a good image for his organisation and the profession
4. Management should employ competent and experienced public relations practitioners that can engage in researches and measurement.

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APPENDIX I

Department of Mass Communication
Faculty of Arts
University of Benin,
Benin City, Nigeria.
18th Nov., 2021.

Dear respondent,

REQUEST FOR COMPLETION OF ITEMS IN QUESTIONNAIRE

I am Osatohanmwun Thelma Osarumen a Final year student of the above named department/ institution. I am conducting a research on, "**The Attitude and Perception of Public Relations Practitioners towards Public Relations among selected Higher Institutions in Edo State, Nigeria**". This research is in partial fulfilment of the requirement for the award of a Bachelor of Arts degree in Mass communication.

You have been carefully selected for this study to provide reliable data. This study is strictly guided by research ethics which protects the anonymity of its respondents. All information you provide would be use for only academic purpose.

Thank you for your understanding and cooperation.

Yours faithfully,

Osatohanmwun Thelma Osarumen
Researcher.

APPENDIX II

QUESTIONNAIRE

Instruction: Please kindly tick (✓) the appropriate option below

SECTION A: Demographic information

1. Sex (a) Male (b) Female
2. Age group (a) 18 - 25 (b) 26 - 35 (c) 36 and above
3. Marital Status (a) Single (b) Married (c) Divorced
4. Religion (a) Christian (b) Muslim (c) Others
5. Tertiary Institution (a) UNIBEN (b) BIU (c) Auchi Polytechnic

SECTION B: Psychographic Section

6. Public Relations Practitioners in higher institutions of learning practice the profession in line with NIPR guidelines (a) Agreed (b) Strongly agreed (c) Undecided (d) Disagree (e) Strongly disagreed
7. To what extent does Public Relations Practitioners in higher institutions of learning practice the profession in line with NIPR guidelines (a) High (b) Very High (c) Can't tell (d) Low (e) Very Low
8. The Public Relations unit in higher Institutions of learning is placed under management cadre (a) Agreed (b) Strongly agreed (c) Undecided (d) Disagree (e) Strongly disagreed

9. What is your attitude towards the practice of public relations in higher Institutions of learning? (a) Positive (b) Negative (c) Neutral (d) Can't tell (e) undecided

10. Public relations helps maintain mutually beneficial relationship between management and the public (a) Agreed (b) Strongly agreed (c) Undecided (d) Disagree (e) Strongly disagreed

11. Extent at which Public relations helps maintain mutually beneficial relationship between management and the public (a) High (b) Very High (c) Can't tell (d) Low (e) Very Low

12. What are the challenges confronting the practice of public relations practitioners in your institutions

(a) poor funding (b) Lack of experience (c) Lack of Facilities (d) Poor working conditions (d) Frequent Crisis

13. Public Relations practitioners are committed to their information roles in higher Institutions of learning in Edo state (a) Agreed (b) Strongly agreed (c) Undecided (d) Disagree (e) Strongly disagreed

14. To what extent are Public Relations practitioners committed to their information roles in higher Institutions of learning (a) High (b) Very High (c) Can't tell (d) Low (e) Very Low

15. Public relations practitioners do not consider the profession as an area that needs much expertise. (a) Agreed (b) Strongly agreed (c) Undecided (d) Disagree (e) Strongly disagreed