

Africa Journalism and Communication Review (AJCR) Volume 1, Number 4, December 2012

Africa Journalism and Communication Review (AJCR)

Volume 1, Number 4, December 2012

Contents

Commentaries:

- Popoola, M.* Perspectives on Public Relations and Advertising in the Process of Nigeria's Development.....1
- Pogoso A. I.* Nigeria's Foreign Policy, 1999-2007: The Socio-Political Elements of the Domestic Environment.....18

Articles

- Adesanya, O. P.* Beyond the Economic Vista: The Security Challenges of Oil in the Gulf of Guinea for Nigeria..... 45
- Kim Joongho,* The Obama Administration's Foreign Policy towards North Korea.....68
- Saliu, H. A.* Nigeria's Foreign Policy: Challenges and the Need for Rehabilitation.....87
- Salanu, B.*
Adefeso, A. O. &
Hassan, A. O. Income Inequality and Labour Strikes in Nigeria.....110
- Ayo Olukotun* Reporting Identity Conflicts and Journalism Education in Africa.....126

Book Review

- Bernhard Seliger James E. Hoare and Susan Pares' North Korea in the 21st Century: An Interpretative Guide, and North Korea: A Guide to Economic and Political Development.....142

Commentaries

Perspectives on Public Relations and Advertising in the Process of Nigeria's Development

Muyiwa Popoola

Muyiwa Popoola, is a Lecturer in the Department of Communication and Media Studies, Ajayi Crowther University, Oyo State, Nigeria

Introduction

The historical background to the emergence of Nigeria is not far-fetched. The nation came into being as a result of the amalgamation of the Northern and Southern protectorates in 1914 under the Colonial administration of Sir Lord Lugard. Ever since then, typified by its developing status, Nigeria has grown to have a citizenry with a multiplicity of ethnic groups, languages, dialects, cultural patterns, religious beliefs and traditional institutions. Since October 1 1960, when Nigeria, which is adjudged to be "giant of Africa", achieved political independence, it had been in somewhat unsuccessful series of socio-economic and political transition in spite of its naturally endowed mineral resources, cultural artifacts, large pool of skilled personnel spanning across various vocations and an array of mass media organisations needed to herald national development. Politically, for example, Nigerians still expects a new set of political ideas, structures and prescriptions that will strengthen the apparently feeble democracy currently being practiced. In the economic sector too, the citizens are anxiously waiting for the economic reform, which will lead all and sundry to the desired land of economic bliss and satisfaction. In the agricultural sector, after many years of existence of various Agricultural Development Projects (ADP) in virtually all states of the federation, so many Nigerians, are still patiently waiting for the time when agricultural development efforts and programmes

traditionally Nigeria's sphere of influence may experience some vicissitudes as a result of its encroachment by the extra-African powers. He therefore conclude/recommend that Nigeria, rather than be reactive, must always be proactive to development in the region. In "The Obama Administration's Foreign Policy toward North Korea", Joongho Kim examines the trends and dynamics of the U.S. foreign policy towards North Korea with particular focus on the incumbent administration headed by Barrack Obama. The author posit that the new president's problem is not more information about North Korea, but a clear understanding of "what is good and what is evil" for the world as well as the U.S. The critical factors for the evaluation of good and evil are "identity" and "threat". Hence, the author conclude that how the Obama administration perceives North Korea's identity and threat is very crucial in shaping the future relation between the U.S. and North Korea.

In his article, "Nigeria's Foreign Policy: Challenges and the Need for Rehabilitation," Saliu examines the nexus between infrastructure (that a state possess) and a state's foreign policy with specific focus on Nigeria. The author posit that the state of infrastructure in Nigeria is porous and has therefore constituted a problem to effective implementation of the country's foreign policy. The author recommends strategies for reversing the ugly development and also conclude by affirming that the global agenda, which the country sets for itself can be facilitated if the country's leaders appreciate the need to urgently intervene in infrastructural provision for the country: "...no infrastructure, no productive and credible foreign policy."

Salawu et al. in their paper entitled, "Income Inequality and Labour strikes in Nigeria: Challenges and Way forward" examines the problem of wage administration and the unresolved issue of income inequality and labour strikes in Nigeria. The authors posit that the practice of fixing wages through the use of Salary Review Commissions and Gradling Teams and also the use of Approved Scheme of Service have both been counterproductive in Nigeria. Hence, the authors

recommend among others, the injection of welfare packages into the motivation scheme for Nigerian workers.

Ayo Olukotun in "Reporting Identity Conflicts and Journalism Education in Africa", argues that the tragic imperatives of state dissolution and costly inter-ethnic and inter-religious conflicts in Africa, compel a focus on a repertoire of journalistic skills targeted at reporting conflicts in objective but non-inflammatory style. The author recommends, among others, not just the adoption of conflict sensitive reporting (CSR), but also "a systematic interrogation of received paradigm of news gathering as well as an inter-disciplinary orientation to media studies."

The book review section, features a review of *North Korea in the 21st Century: An Interpretative Guide* and *North Korea: A Guide to Economic and Political Development* by Bernhard Seliger.

in Nigeria will lead them into the promised land of milk and honey, where they can have three square meals a day.

So also in the "thorn-and-thickest" infested sector of rural development, the greater percentage of the Nigerian population that live in the rural areas are still patiently waiting for the federal government of Nigeria to come up with a self reliant and reliable Integrated National Policy on Rural Development that will improve the quality of life of the rural populace. Similarly, in the information and communication sector, the Nigerian citizenry have been so enthusiastic to witness a revolution of the nation's communication systems, which will make them more effective, utilitarian, responsive, people and development-oriented. As mass communication practitioners, we should be more concerned with the events in the communication sector, and the question we should ask ourselves is how effective can the mass media and their instruments be used, in any efforts directed at development in all spheres and ramifications of life?

Consequently, the issues raised in this paper becomes not only important, but vital and begging for attention as well. Thus, the emphasis and focus of this discourse shall be on the Public Relations and Advertising sub-sectors of the mass communication industry. Apparently, public relations and advertising have remained for long among the major economic forces that are yet to be fully utilised by state and federal governments in Nigeria in the process of governance and economic development. This paper examines how best they can be employed in the attempt to achieve the country's governance and economic recovery objectives. It is imperative to start with public relations.

Public Relations as a Tool of Governance

Organised Public Relations (OPR) is a concept that is now generally well known in Nigeria, even though the meanings attached to it by different people vary significantly. The uses, to which people, institutions or organisations put it to, also vary significantly. One point

that is quite clear in the Nigerian context, however, is that non-government organizations such as Limited Liability Companies seem to understand and utilise public relations practices and strategies more and much better than government ministries, parastatals and similar government establishments. This is intriguing because, according to Ajala (1993) documents, while Public Relations (PR) may have started outside government in some apparently advanced countries of the world, organised PR in Nigeria started very late within government circles it was in Nigeria. In January 1, 1944, that the first PR office was set up in Lagos by the then colonial administration, and was later expanded in 1948 to Ibadan, Kaduna and Enugu.¹

This situation is quite unfortunate because in Nigeria, governments are not only the greatest employers of labour, but are involved in so many governance and non-governance businesses that need to be explained, promoted and publicized. They deal with so many publics that need to be nurtured, understood and benefited from, through effective PR practices that involve two-way flow of information among other things. Also the business of governance often involve issues, policies, activities and programmes that can only be acceptable or successful among the people, through effective and systematic public relations. Unfortunately, these things are done haphazardly or not done at all. Apparently, government business suffers, governance is difficult, and government programmes fail, making people to become suspicious of government. Consequently, people's negative or antagonistic attitude to government, government jobs and programmes often lead to frictions and other sad consequences that could have been averted if people were properly informed, educated and persuaded through effective, organised and sustained public relations practice.

What surprises even a most casual observer, as well as many PR experts in Nigeria, is that apart from the fact that government took the lead in the establishment of organized PR, governments in Nigeria have gone further to establish Ministries of Information at Federal, State and Local government levels. It is absolutely impressive that each of the state governments in Nigeria now has a full-fledged

ministry of information, while every local government is also characterized by an information office, meant to serve the public relations needs of the local government. Unfortunately, all the public relations tasks are carried out by politicians-turned information policy makers, who know nothing about professional public relations, resulting in a situation where ill-fated public relations proposals are considered, approved, and consequently are not effectively translated to practice. Many reasons are adduced for this.

One major reason is that in Nigeria, as according to Momoh most individuals appointed as Ministers of Information at Federal level, Commissioners of Information at State level and Information Officers at Local Government level are somewhat political jobbers, functionaries, schemers and opportunists, who are given such portfolios, as acknowledgement of, and reward for their political engineering and fraternity.² It is true that there are career officers like Permanent Secretaries and individuals with knowledge about professional public relations in these ministries, who are expected to make reasonable professional inputs to proposals in respect of governmental public relations campaigns; but it is unfortunate that the self aggrandisement of the acclaimed Ministers and Commissioners of Information, which is consequent upon the interest of the government they are meant to serve and protect, as well as what they themselves want accrued to their coffers, from the budget in respect of the public relations campaigns, seem not to let any professional contributions of the career officers see the light of the day. The foregoing is not to completely rule out the ferociousness of some public relations career officers in government circles and establishments. But it is disappointing that most other government officials in other areas of governance do not seem to properly understand, value or appreciate the role these seemingly vibrant public relations and information officers are expected to play. In many ministries and government departments, they are treated, according to Ikoiwak, as quoted by Etukudo, 'as mere' "relics of the paraphernalia of colonial government trappings whose roles can be

ignored, or barely tolerated."³ He describes the role assigned to these officers as more of errand boys or press agents, or soap theatrical performances.

There is also the usual complaint of these information ministries (often quite true) of under funding or inadequate budgetary allocations. So, there emerges a need to renew call to governments in Nigeria to use their information and PR officers better, understand their roles better, change their (governments') near-ignorant attitude to these experts, fund them properly and take them into greater confidence. This is because, as the situation appears, one of the major obstructions to effective practice of PR in Nigeria is the heritage of public distrust, created by several public sector establishments concerned with public welfare, and the lack of understanding for and confidence in the ability of public relations to help achieve success. It is being argued here that if there is a positive change in the attitudes of governments towards PR practitioners, then they can be funded and equipped properly by the governments, resulting in a situation of taking them into greater confidence. It should be realised that effective PR is a costly business that yields intangible but valuable results.

This paper seeks to take a more professional look at the challenges of PR practise and how the profession can be used more effectively to bring about Nigeria's development. The questions asked in this regard are: Do PR professionals fully understand what they are supposed to be doing as PR practitioners inside government? Do they fully understand what PR is and what it is not? Are they familiar with, and in proper control of the necessary tools (mental and physical) and strategies of modern PR? What skills do they possess for effective PR? Are they familiar with the philosophy, functions and roles of modern PR in modern governance, management and administration? Do they understand these functions enough to convince those non-PR people in government about them? What are their self esteems as professionals? Are they confident enough in themselves and what they have to offer to expect others to regard them in high esteem and take them into confidence? Do they have the initial professional training

and in-service or continual group and individual trainings that help to update knowledge in respect of the dynamic profession? Do they read PR journals and books and attend PR seminars and workshops (even at their own expense) to improve their knowledge? Are they active members of professional organisations in PR and other related areas? Do they abide by ethics of the profession as respected and responsible public relations executives? Do they understand well the process of governance, government economics and government activities at all levels of national and rural development?

The foregoing rhetorical questions are just used to make the vital points that must be considered in any serious scholarship about PR as a tool for effective governance. It is expected of every PR practitioner in government to answer them sincerely by himself and assess himself properly to see the areas he or she needs to work on in order to be considered ready and able to play the all-important role of using PR in the process of governance in the Nigerian context. It is imperative to treat some of the questions raised above which are crucial and fundamental to the use of PR principles for effective governance. Consequently, starting with full understanding of what PR is and what it is not is orderly.

Public Relations: What it is and its Role

Standard definitions of PR are well known. Consequently, devoting attention here to mentioning any definition of the practice, is tantamount to dissipating energy on the trivial rather than important. The point being made here, in agreement to Nwosu submission, is that all PR professionals in government must know what PR is and what is not.⁴ They should know it so well that even when they are woken from sleep, they can explain what it is or what it is not to anybody; not just by rattling out memorised definitions, but by using their own words and real-life practical examples to explain what PR is and what role it must play in any organisation, including government and its activities. They should be able also to understand it so well that they can explain to non-professionals in government and other

organisations what it is, what it can do for the organisation, and why the money they spend on it is more than justified. The truth is that if they are unable to convince others as a result of any shallow knowledge of their field, how then do they expect those who may be indifferent to the profession to appropriate and support what they are doing or to acknowledge their expert advice on PR, communication and other related matters?

In this direction, it is necessary to explain the difference between PR and mere publicity, press gentry, promotions, advertising, propaganda and related activities. It should be noted that the PR man uses all these as tools, but none of them alone is equal to PR as some people believe erroneously. This paper submits that any misconceptions of PR as any of the allied activities mentioned above actually started with PR professionals. For instance, even the British colonial PR and government experts who laid the foundation of PR in Nigeria and who were expected to know better, used the terms "public relations", "luncheon, advertisement", "press publicity", "publicity", "propaganda" and "exhibition", synonymously and interchangeably with PR. They fail to point out that all these are mere tools of organised public relations which is really an elaborate and complex function of management and administration.

Oraca-Tetteh while commenting on this point, quoted a 1923 writing by the British commissioner appointed to organise Nigeria's participation in the 1924 British Empire exhibition, Major C. T., Lawrence, which went thus:

It has been obvious for a long time that some advertisement is necessary for the West African Group, and it has been decided to have a luncheon at the Wembley stadium...very considerable areas publicity will be given to West African colonies and the part played by the lunch... was very considerable. Incidentally, the Board of management of the exhibition is extremely grateful for the further follow up given to the exhibition by propaganda.⁵

Many PR professionals in government today still make (the above) mistake that the colonial commissioner made many years ago. By every

standard, this does not help the profession, as it facilitates the improper understanding of the profession by the publics that are expected to understand it. Appropriately practised, PR involves research, communication, complex activities and evaluation; it involves doing right and talking about it, all in a planned and systematic manner. Those with jaundiced view of the profession should be educated to subscribe to the fact that PR is not just lobbying, talking all the time, without backing the talks with concrete and impressive actions.

Public relations practitioners in government establishments seem to be very guilty in this respect, as apparently what they package as PR activities, are replete with instances of window dressing, vicious propaganda or lies, unnecessary details and shallow gimmicks. It should be known that PR in government means effective persuasion, effective competition, winning support for legislations, policies, winning and sustaining loyalty, good citizenship and respect for government, building patriotism and unity, combating and upsetting false propaganda against any negative attitudes to government programmes, building a responsible, responsive and disciplined citizenry, ensuring steady two-way flow of information between the rulers and the ruled, building good image for the government outside national frontiers, achieving and sustaining media understanding and co-operation and a lot more.

The Place of the PR Man in Government Administration

One of the problems in government public relations is that the PR and information professionals do not assume the right place in the scheme of things in their various ministries parastatals or departments, Government usually fail to realise the fact that a good and effective PR man must be given a place right inside top administration or management. Above all things, a competent and development-driven PR practitioner in government must inform, educate and persuade people about government policies, decisions and actions. According to of Nkwocha, every government public relations practitioner is obliged to maintain cordial relationship with top government agencies

and officials to ensure formulation and implementation of favourable policies and guidelines.⁶ To perform these tasks creditably, he must be at the topmost managerial level in order to understand well what he is trying to explain or sell to the various publics of the government. It should be noted that the Nigerian case did not allow for the foregoing tasks to be performed by PR practitioners. This is due to the lackadical attitude of top government personalities as well as the lack of stature, training and capability among many of Nigerian PR practitioners in government. What is being said here in other words is that PR recognition is something indispensable and consequently must be fought for and obtained. Thus, Nigerian PR practitioners in government need to be positively aggressive and assertive about the importance of the profession, backing their demands with enough evidence through responsible words and sufficient actions.

Understanding Government and Governance

To be successful, a modern PR man in government must endeavour to understand the intricacies, meaning, function and role of government in any society, in this case the Nigerian Society and work according to them. For instance, it must be realised that government is an all-powerful institution, even though it is said that in most democracies, power belongs to the people. In his *Effective Public Relations Practice*, Ezirim, describes PR men charged with government public relations responsibilities as individuals who must see government as a complex organisation or institution involved in the complicated business of governance, which entails in a lot of ways, the allocation of usually scarce resources, and in trying to ensure a good life for the people being governed⁷. According to him, government runs the affairs of the state, maintains law, preserves rights, and by so doing, affects, positively or negatively, the lives of the entire population. It is the duty of the PR men to help in ensuring that this business of governance is smooth and human, considering the definition of government as the institution, which administers the affairs of a state; a state being a

society integrated by possessing a coercive authority legally supreme over any individual or group which is part of the society.

Without proper management of the business of governance therefore, government is likely to be perceived as a monster by the people because of its apparent great powers, it may be difficult for government to succeed. This is why, in the words of Ukwu: If this happens,

“every good government realizes that the central business of government which derives its power from the people or its legitimacy from its commitment to their interests is to deliver an acceptable and improved quality of life for the society. Its acts of commission and omission, promotion and prohibition, participation and withdrawal, must stem from its perception of the impacts of such events on the attainment of primary goals. Ultimately, its success or failure will be judged by the extent to which it is seen to further those goals.”

Leaning on this backdrop therefore, it is the job of the government PR man to help in ensuring that the government succeeds in all ramifications. He can only do this effectively if he is very familiar with the process of government and governance at all levels of human society. To this end, he must bear in mind that all levels of human society include the rural areas where the greater percentage of people live. He must therefore design special PR programmes that will carry government to the rural people and carry the needs, opinions and attitudes of rural people to the government. This is the only way to ensure the success of government and governance in the Nigerian context. If the large majority of the people are apathetic to government or cut off from the benefits and civic duties of government, they cannot go along with the government, and in spite of any coercive powers of the government, it cannot succeed.

PR and Management Principles

It is imperative of the PR man in government to see government as a modern business that requires modern management and administrative

principles to be successful. He must therefore try to learn and apply the following management principles in his job as recommended by Ugboajah, and reported by Nwosu, because PR is a function and philosophy of management⁹:

1. Principle of the objective, which states that each part and subdivision of the organisation or government should be the expression of a definite purpose in harmony with the objective of the undertaking.
2. The principle of ultimate authority, which instructs that responsibility for the execution of work, must be accompanied by the authority to control and direct the means of doing the work.
3. The principle of the assignment of duties, which requires that duties of every person in the organisation or department should be confined as far as possible to the performance of a single leading function.
4. The principle of definition, which states that the duties, authority, responsibility and relations of everyone in the organisational structure should be clearly and completely prescribed in writing.
5. Principle of homogeneity, which instructs that the organisation, to be efficient and to operate without friction, should be designed that only duties and activities that are similar or are directly related are combined for execution by a particular individual or a particular group.
6. The principle of organisation effectiveness, which states that the final test of the organisation is smooth and friction-free operation. It involves selection of personnel, delegation and responsibility, identification and grouping of administration, mutual exclusiveness of responsibilities, and organisational art within the principle of science.

Any government PR or information department that observes these essential principles of modern management and administration, in conjunction with the pieces of advice that have been previously

offered, will definitely be on the right path to success and can facilitate the much desired development of Nigeria through qualitative governance.

Advertising as a Tool for Economic Development

Among the most discussed issues in Nigeria today are the twin concepts of economic recovery and national development. Unfortunately, Nigerians still have much to be desired, as far as economic recovery and national development are concerned. So, as mass communication practitioners and educators, there ought to be put in place, relentless efforts directed at examining how the mass communication paraphernalia can be used to foster Nigeria's development in various forms. Thus, this section examines one frequently neglected area which definitely has some contributions to make towards Nigeria's economic recovery and development. That area is advertising. The question is what roles can advertising play to assist Nigerian its journey towards economic recovery and national survival.

Definition and Scope of Advertising

It is necessary to offer in this exposition, what should be considered as a working definition of advertising. Irrefutably, the literature in respect of advertising is replete with a lot of definitions. However, the explanation of advertising that will be offered here would help create a common framework on which this discussion will be based. One of the best definitions of advertising is that it is mass communication, which is aimed at helping to sell goods, services, ideas, persons and institutions or organisations. It is therefore a vital tool of promotions and marketing, which are very essential for economic and broad national development. A close look at this working definition reveals that advertising is not restricted to the marketing or selling of goods and services, which are directly part and parcel of any nation's economic system. Advertising is being used in many countries for the marketing or promotion of various social values or

ideas, so that the citizens can to contribute meaningfully to national socio-economic development.

The Nigerian Situation

In Nigeria, advertising is apparently still grossly misunderstood and under-utilised. This is rather unfortunate. The Nigerian experience reveals as urgent need for proper understanding of the very useful phenomenon and effective utilisation of its principles utilise in the nation's march towards economic recovery and growth.

The situation at present is that the advertising business is largely dominated by commercial enterprises, prevalently and conspicuously, private oriented businesses that use them to market their goods and services. This is alright but far from being enough. The various governments of the federation as well as government institutions and parastatals need to use advertising more than they do at present. This is because they definitely have many ideas, programmes, projects and social values to promote or sell to the masses of Nigeria. They also need to sell themselves as institutions and leaders to the masses or general public nationally and internationally. Otherwise, ministries, offices, establishments, corporations of government at all levels in Nigeria may not procure and retain the public acceptance, trust and understanding to succeed in the business of governance, and socio-economic development. As the situation appears, these government entities seem most of the time to forget that there is no business like government business, and therefore it (government business) should be handled more powerfully, importantly and sensitively, because it touches on the lives of millions of citizens, who often are suspicious of, or apathetic to government initiated and sponsored programmes, because they (the citizens) are not adequately informed or persuaded.

Advertising is a tested tool of mass information and mass persuasion all over the world, when handled by those who know how to make use of it appropriately. It has several advantages over plain public relations gimmicks, which the governments of Nigeria at present use more, but not even sufficiently. Advertising, for instance, is

controllable, direct or more focused. It can easily be monitored as it allows an individual or organisation to package and distribute a message exactly the way it is wanted. Plain press or media publicity, on the other hand, lacks these values and are subject to the whims and caprices of media practitioners with their biases, or allegiances.

It is necessary therefore, for government and government agencies in Nigeria to supplement whatever publicity they get with adequate advertising that presents public information about its development programmes more directly and exactly the way government wants people to understand these messages.

Government Advertising

There are many ways the governments and government institutions in Nigeria can use advertising to contribute to the nation's economic recovery and development. For instance, advertising could have been used more profitably by past administrations in Nigeria to make successful, by informing and persuading the entire Nigerian populace more vigorously, about past Nigerian agricultural development programmes such as Operation Feed the Nation (OFN), Green Revolution (GR), Operation Feed Yourself (OFY). It is irrefutable that there cannot be economic recovery and growth if the food supply in the country remains mostly insufficient. It is also undeniable that unless the people's levels of awareness are sufficiently raised in this regard, their participation in any agricultural revolution will remain half-hearted, uncoordinated and ineffective. Advertising should also have been used appropriately better by the federal government of Nigeria during its Structural Adjustment Programme (SAP), Second-Tier Foreign Exchange Marketing (SFEM), and other such campaigns directed at improving the economy of the country in the past.

Even in areas such as institutional advertising and public service advertising, where government insiders are supposed to excel, because government exists in public interest and cannot survive or achieve positive socio-economic results without public support, the governments in Nigeria still appear lagging behind the privately

initiated and funded commercial organisations in Nigeria. Institutional advertising is image-making or good-will advertising that helps any institution (including government) to win and sustain favourable public image and acceptance. Other related types of advertising also abound to explain how government can make its citizens accept governmental policies and actions advanced with economic development motives. For instance, public service advertising is a tool that should be used continually by government and government officials to portray government as an institution that is interested in people's problem and issues of public interest. This will help members of the Nigerian public to identify more with government economic recovery and other programmes.

In the present era where all the governments in Nigeria say that rural development is their priority, advertising should be used more in rural development-oriented economic recovery programmes. In doing this, it is important for those in charge to remember that they have to combine the modern media of communication with the traditional ones, in order to achieve effective dissemination of advertising messages in the rural areas and to achieve desired results. In such rural development advertising projects or campaigns, the governments and their agents should realise that they are involved in the process of marketing or promoting ideas, changing in-built attitudes, influencing public opinions and moving people to action. This realisation will help them to tread cautiously, making sure that they have taken the citizens' social values and psycho-social states into accounts in couching and delivering their advertising messages. A good knowledge and use of modern techniques of advertising research will help immensely in this regard.

Concluding Remarks

In concluding this paper, it is recommended that charged with government communication and information, should use advertising agencies and consultants more than they have done. An advertising agency is a service organisation whose principal function is the planning

and execution of advertising projects for its clients. Consequently, the government should not shy away from hiring or employing as consultants, the professionals who constitute these agencies, so as to achieve the goals initiating governmental economic development campaigns. The commercial enterprises and companies at present use these professionals to the optimum, in spite of the considerable number of staff with academic background in advertising related degrees, in the work force of these enterprises. These professionals are still consulted because of the consciousness of the corporate organisations that the professionals engage in full time advertising, and that they have acquired much experience, as they are also managed by experts who know how to develop campaign strategies and execute these advertising and information campaigns creditably and with desired results.

The professionals live on this and know they will be out of business if they do not deliver qualitative and result-oriented services to their clients. They have adequate knowledge about the mass media and other channels of communication very well, and know how to write or prepare appropriate messages for them. They are experts in market and media analyses, thereby knowing best the relative potential of each medium of communication for carrying advertising messages to target audiences. The fact cannot be overemphasised that there is the need for the federal, state and local governments in Nigeria to use advertising more than they have done in the past, just as the private business ventures do, in order to contribute more meaningfully to the nation's march towards economic recovery and development. A case has also been made for more use of professional advertising agencies by government institutions. In doing this, however, government establishments should try very hard to avoid dealing with quack advertising companies, many of which now operate in Nigeria with questionable integrity. The Association of Advertising Practitioners of Nigeria (AAPN) may be useful to Nigerian governments in picking the right advertising companies. Advertising appears too specialised

and too complicated in modern Nigeria to be left completely by (government) in the hands of its government officials and staff. Advertising has much to offer to Nigeria's economic recovery zeal if used more powerfully and profitably.

Endnotes

- Ajala, Victoria, *Public Relations in Search of Professional Excellence*, Ibadan: Africa-Link Books (1993) p.7.
- Momoh, Tony, *Issues and Perspectives in Government Media Relations*, Lagos: Nigeria Press Organisation, (1998) p. 37.
- Etukudo, Nelson, *Issues and Problems in Mass Communication*, Calabar: Development Digest Limited (1986) pp. 82-83.
- Nwosu, Ikechukwu, *Mass Communication and National Development*, Lagos: Frontier Publishers, (1993) p. 238.
- Oraca-Tetteh, Kwei, *Public Relations: A New Approach*, Ibadan: Mackay Educational Publishers, (1986) p.2.
- Nkwocha, Jossy, *Effective Media Relations: Issues, Strategies and Dynamics*, Lagos: Zoom Lens Publishers, (2005) p.34.
- Ezirim, Seb, *Effective Public Relations Practice*: Lagos: Lantern Books (2003) p. 46.
- Ukwu, I., *Managing Government Business*, Enugu: Government Printers, (1984) p.4.
- Nwosu ... p 238.