A LITERATURE REVIEW OF PUBLIC RELATIONS RESEARCH IN NIGERIA

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ABSTRACT

Public relations is crucial in Nigeria, where businesses, government agencies, and people all rely on successful stakeholder communication. Public relations is an important field that creates two-way communication to find points of agreement and understanding. The study sought to find out the main research areas that public relations have been studied in Nigeria, and to also find out the theories, models, and methods that have been adopted to examine public relations practice in Nigeria. The study was conducted using secondary data. This literature review examined the key trends, practices, methods, theories, and primary areas used to study Nigeria's public relations. It also examined the current state of public relations, focusing on key themes such as reputation management, crisis communication, and strategies used in public relations. The study discovered that the theory that was adopted mostly by the researchers as found in the selected articles was the system theory and excellence theory. The study also noted that the method mostly employed by the researchers was the use of survey and desk research. The study, therefore, suggested that steps should be taken by relevant stakeholders to improve public relations, increase public awareness of the value of moral and effective communication, and give practitioners more chances to advance their careers.

Keywords: Public relations, Nigeria, Stakeholders, Methods, Theories.

1.0 INTRODUCTION

Udomisor and Osademe (2013) describe public relations to be a very effective marketing technique that aids both for-profit and non-profit companies in spreading their messages and promoting their products, services, reputations, and ideas. Understanding, gaining support from, and influencing the attitudes and behaviors of an organization's core public through a planned, regular series of operations is referred to as looking after a company's reputation. Public relations is a cross-sector and multi-disciplinary field. (Ozioko & Usman, 2019). This implies that it shows up in all aspects of life (Anyanwu, 2009). This is due to the fact that people, associations, institutions, and cultures constantly work to develop good identities and solid bonds with the people who make up the society in which they live and work (Anyanwu, 2009).

On the other hand, public relations is the social science and art of assessing trends, foreseeing their effects, advising organization leaders, and putting into action plans that will benefit both the organization and the general public (Ezemmah, 2010). It is a collection of practical techniques and tactics used to improve a company's reputation, establish connections with key audiences, and position the organization to respond to crises effectively (Onabajo, 2005).

However, given Nigeria's unique socio-cultural and political environment, it is crucial to evaluate the status and effectiveness of PR strategies in the country. The total achievement of the objectives stated by the organization requires a sound strategy (Ugwu, 2019). An organization cannot effectively implement its corporate policies without a perfect and well-thought-out strategy (Nwogwugwu, 2017). The pivot on which the mechanism of corporate organizations thrives can be accurately described as an organization's strategy (Onabajo, 2005). Reviewing the literature that is now available on public relations in Nigeria would provide vital insight into the state of current PR practices, challenges faced by practitioners, and potential development areas. The study would review the body of knowledge on PR in Nigeria, and spot gaps and restrictions in existing studies.

This study's primary objective is a comprehensive review of the literature on public relations in Nigeria. Additionally, it seeks to pinpoint industry trends, problems, and opportunities, and also examine the origins and growth of public relations in Nigeria. In this review, it will also be made clear how important PR is in Nigeria and how it helps organizations communicate better with their stakeholders. In conclusion, this study seeks to advance the body of knowledge on public relations in Nigeria and provide direction for professionals and businesses wishing to improve their public relations strategies.

1.1 Research Questions

The research questions for the study are the following:

1. What are the main research areas that public relations have been studied in Nigeria?
2. What are the methods the selected articles used for their research?
3. Which theoretical frameworks and models have been utilized to investigate public relations in Nigeria?

2.0 METHODS

This study used desk research also known as secondary research. Desk research refers to secondary data or that data can be collected without fieldwork. Desk research is a type of study that draws data from a variety of sources, including surveys that have already been completed, reports, and other materials that are available online, in public libraries, and in other places. This was achieved by looking out for public relations articles that had been published by Nigerian authors.

2.1 Search strategy: The keywords used in searching for the articles for the study were "public relations in Nigeria" by using Google Scholar and Google. Also, the same keywords were used in searching for articles on databases such as ResearchGate, Academia, SAGE journals, tandfondonline journals, and so on. Library research was also conducted by the researcher to find out the articles that were related to the keywords and were also not published on the internet.

2.2 Eligibility criteria: The articles that were selected for the articles were eligible for the study because of the following:

i. The articles were written in English

    ii.   The articles were published by Nigerian authors.
   iii.   The articles that discussed public relations in Nigeria.
   iv.   The articles used were published from 1990-2023.

The criteria for excluding articles from the research include the following:

    i.   The articles that were written in other languages apart from the English language.
    ii.   The articles that had no information related to the keywords "public relations in Nigeria".

3.0 LITERATURE REVIEW

The concept of public relations: There are multiple definitions for "public relations," which often lead people to mistake it for other concepts like "propaganda," "press relations," "advertising," "industry relations," and "promotion" (Alikor & Amadi, 2021; Uzodinma, 2009). Public relations, according to Salau and Omotosho (2021), are all types of coordinated communication based on understanding shared by an organization and its public. According to Umaru et al. (2022), all definitions of public relations concur that it is a deliberate, conscious, and planned activity with the aim of achieving mutual understanding and sympathy between an organization (public or private) and its employees, clients, and the general public.

British Institute of Public Relations (BIPR) in Black (as cited in Nnabuko, 2022) defines public relations as the intentional, planned, ongoing efforts to create and preserve a sense of trust between a company and its public. The intentional, well-thought-out, and persistent effort that an organization makes to build and uphold trust with its audience is known as public relations. Public relations, according to Effiom (2018), is essential to the success of every organization in terms of fostering ties with the public and implementing policy.

The goal of public relations is to promote understanding between various institutions and groups. Issues and events in the environment are tracked, surveyed, and researched by public relations, particularly when they pertain to the political system (Adama & Okechukwu, 2019). According to Nwosu (as cited in Anatusi et al., 2014), public relations is responsible for influencing people's attitudes and opinions in a way that fosters acceptance and understanding. PR is by its very essence is an important contact between keeping the public informed and fostering a sense of community is a fundamental responsibility of any organization (Shaibu, 2021).

Public relations, according to Ugoani (2020), is a unique management function that uses communication to support the management of connections with the significant public. In order to influence how the public perceives a business, a concept, or a product, public relations is a management function that creates, implements, and adapts policies and programs (Eneh, 2007). It is significant to note that public relations contributes to the success of all policies of government, organizations, or individuals and aids in using communication as a tool for policy development by offering sensitive judgment about human relations, public opinion trends, weighing the likely effects of various alternatives, and determining the best way to express the policies for acceptance (Ogunyombo & Azeez, 2018).

Aja, et al., (2019) pointed out that the foundation of public relations is the notion that management philosophy is what it is, and what this notion implies is that, an organization should operate to meet the basic requirements of the people who depend on it for employment, goods, services, social, economic, and spiritual fulfillment. Practicing public relations is a leadership and management activity that aids in achieving institutional goals, establishes a philosophy, and promotes constructive organizational transformation (Ugoani, 2020). Public relations fosters two-way communication to foster understanding or settle conflicts of interest between individuals, groups, and the public, according to Anatusi et al. (2014). In order to create measurable results, PR practices must be properly planned, laid out, executed, and also be centered on achieving preset goals. (Obukoadata et al., 2021).

The general public is not the same thing as the publics in public relations. In public relations, the term "publics" refers to people who have a direct or indirect relationship with the organization. These groups of individuals may include those who use the organization's services, goods, or benefits, or who are impacted by its policies or programs (Ganiyu et al., 2021). Okechukwu and Adama (2019) describe a public to mean a group that shares a common interest or set of values in a certain circumstance and they vary from one organization to the next, and they might not be the same for two different organizations. Employees, shareholders, customers, communities, dealers, distributors, suppliers, and the government make up the company's main publics (Alikor & Amadi, 2021).

The evolution and development of public relations in Nigeria: PR in Nigeria has had a long history that began with the Colonial government and big corporations of the 1940s (Olatunji, 2014). The Colonial Government formed an Information Unit in 1944 to promote itself and counter nationalists. According to Osoluka (2009), public relations in Nigeria have existed since the colonial government of the nation formed a Department of public relations in 1948. This department had offices in Enugu, Ibadan, Lagos, and Kaduna. Early efforts to establish public relations in Nigeria ranged from preserving connections with traditional leaders in an effort to increase tax collections, providing information that should guide the colonial government's daily administrative practices, to the desperate use of propaganda to uphold the ruling regime at the time (Obukoadata, 2021; Daramola, 2003; Olatunji, 2014). The public relations department was required to perform the following specific tasks: explaining to the populace the policies of the government: Keeping the government updated on public sentiment, issues, and goals; Aiding media outlets in their coverage of official operations; and performing any other public relations tasks that may be necessary (Osoluka, 2009).

Nevertheless, Otubanjo et al. (2010) assumed that in contrast to what other authors believe, public relations practice did not begin until 1859 to the late 1930s, during the public enlightenment era, where public relations began in Nigeria during World War II, on December 3, 1859, when the Christian Missionary Society (CMS) published the "Iwe Irohin," Nigeria's first newspaper. This newspaper served as the first public relations tool by disseminating information on socioeconomic and political developments impacting Anglican parishioners, native Abeokuta citizens, settlers (Creoles), and Europeans in general (Otubanjo et al., 2010). The Nigerian Railway Corporation established its own public relations division in 1949, following the United African Company (Nwakama, 2013).

It's crucial to remember that historically, public relations practitioners only provided one-way communication in order to benefit the client who was paying (Otubanjo et al., 2010). It was broadcast to the public via the then-emerging mass media. This meant unless face-to-face contact was used, the messages were rarely targeted for a particular group. This was during the era of when newspaper and radio was common. But, as PR developed into a discipline, its theory and application changed. Moving from one-way to two-way communication, it actively solicited comments, sent messages, and even gave the public the chance to start the conversation by making complaints and queries (Ohaja, 2011). It changed from using only the traditional media to using both traditional and new media for communication

According to Otubanjo et al., (2010), the public relations practices in Nigeria have had the following eras in the process of development: The public enlightenment era, 1859 to the late 1930s, Public relations broadcasting era, late 1930s, Political propaganda era, the late 1930s to mid1940s, Public information era, the 1945 to the early 1960s, The public sector, 1945 to the early 1960s, The professionalization era, the early 1960s to the early 2000s, Current structure of the Nigerian public relations industry.

The practice of public relations, however, is no longer bound by the limitations of techniques, such as press releases, events, and media interviews, as a result of the rise of internet-driven communication in the form of online social networks, news, and company websites. In the age of the new media, adopting new media platforms for communication is crucial for organizational communication since it speeds up the transmission of information between an organization and its target audience (Igben & Ilaya, 2021). There are now many public relations software programs that are available today that assist businesses in capturing internet conversations, tracking market trends, interacting with influencers, and monitoring the activity of rivals. Other software technologies enable organizations to locate journalists according to their beats and locations in addition to giving warning services for online references (Amodu et al., 2019).

According to experts, the widespread acceptance of the practice of public relations in Nigeria can be attributed to the following factors, the growth of management and informed stakeholders; Businesses are under increased pressure to answer to stakeholders; Democracies frequently result in more liberal societies; the growth of media channels that explore various themes and encourage conversation; A multitude of new channels, both media and non-media, such as GSM, are empowering the people (Nwakama, 2013).

Okigbo (2016) opined that to survive in today's fiercely competitive market, businesses (both government and non-governmental organizations must be seen to be highly efficient in how they conduct their operations and adapt to the fast changing environment. The usage of face-to-face contact, traditional media, and now new media have all been used in the practice of public relations. It is safe to say that the public relations strategies that were used to build public relations techniques have not been abandoned; rather, these strategies have been adjusted to the competitive market and client requirements.

Regulatory bodies for public relations and ethics in Nigeria: In response to the rising demand for top-notch public relations services in the late 1960s, the Public Relations Association of Nigeria (PRAN) changed its name to The Nigerian Institute of Public Relations (NIPR) in 1969

and repositioned themselves to offer quality professional services and training programs (Otubanjo et al., 2010).

Nonetheless, which was founded in 1963 to function as a trigger for the advancement of the highest standards in public relations practice, education, and ethics in Nigeria (NIPR, Nwakanma, 2013). With the passing of Decree 16, which is now an Act of the National Assembly, it obtained its charter status as a professional organization of licensed public relations practitioners in 1990. The Law requires NIPR to oversee the regulation of the profession of public relations as it develops in Nigeria. Also, without NIPR certification, it is against the law to practice public relations in Nigeria under any name (NIPR) (Oyeleke et al., 2018). Without NIPR accreditation and membership, it is against the law to practice public relations in Nigeria, and practicing without adhering to the established code of conduct is a crime that is punishable by law in that country (Fashakin, 2018; Oyeleke et al., 2018).

The Nigeria Institute of Public Relations (NIPR) was created with the following goals in mind: promote excellence and professionalism by holding members to a high standard of conduct that complies with the organization's set Code of Ethics and Professional Conduct; Ensure a reputation-conscious society founded on the values of responsibility and transparency; Create a respectable, active professional organization with efficient and responsive procedures to further the promotion of reputation management and image advocacy (Udomisor & Osademe, 2013).

NIPR's goals are to "promote and enhance the art and science of public relations practice in Nigeria; to create and prescribe high standards of professional and ethical activity, and to enforce compliance with these standards; to encourage the acquisition of professional qualifications in public relations through the provision of examinations and facilities; to provide facilities, advice, and opportunities for executives to meet and discuss public relations problems and case studies; and to improve the standards of public relations practices in Nigeria; to carry out analysis, gather, and share data on all facets of public relations; to release books, journals, and guidelines for the regulation of the profession (Udomisor & Osademe, 2013).

The Public Relations Consultants Association of Nigeria (PRCAN) is the regulating body for PR consulting firms in Nigeria. It was founded in 1984 and works to promote the best standards, conduct, and economic prosperity in Nigerian public relations for the benefit of all stakeholders in the public relations industry generally and public relations consulting in particular. According to the NIPR Bye-Law, the Public Relations Consultants Association of Nigeria (PRCAN), a sectoral trade organiation, has the authority to oversee the Nigerian public relations consulting business. (Amujo & Melewar, 2011).

Ethical deliberation is the mechanism to know what is right and what is wrong and offer defensible reasons for acts well beyond one's original moral intuition. The term 'ethics' varies from society to society (Akpan & Nnanne, 2007). Ethical issues comforting public relations practice are multifaceted. The codes of conduct prohibit PR practitioners/professionals from damaging their counterpart's reputation and also from defamation (Tyav, 2010). The code of conduct says that it is unethical for a practitioner to damage the reputation of a fellow practitioner, and it also gives a great opportunity to practitioner to report any unethical conduct

of the fellow practitioners (Olaoluwa, 2021). Ethical issues also arise from unskilled and untrained people parading themselves as PR practitioners (Oyedepo et al., 2022).

For NIPR as an established statutory governing body to move forward and for public relations practitioners to uphold ethical practices in their professional conduct, attention must be paid to the enforcement of policies and adherence to the established policies which are meant to guide and instill good attitudes to advance the profession especially in Nigeria. Ethics control the norms, improving professionalism. Ethics and laws are essential tools for policing actions and conduct among clients, coworkers, employers, and professional organizations (Olaoluwa, 2021).

Public relations practice in governmental and non-governmental organizations in Nigeria: Public relations is multi-disciplinary and this implies that it shows up in all aspects of life. This is due to the fact that people, associations, institutions, and cultures constantly work to cultivate a favorable reputation and solid ties with members of the society in which they exist (Ozioko & Usman, 2019). Udomisor and Osademe (2013) note that public relations is a very effective marketing technique that aids both for-profit and nonprofit companies in spreading their messages and promoting their products, services, reputations, and ideas. According to Matthew and Ogedebe (2012), a wide range of societal entities, such as businesses, labor unions, governmental agencies, nonprofit groups, foundations, hospitals, and educational and religious institutions, can benefit from public relations. According to Eneh (2007b), the economic, social, and political institutions of many nations today strongly rely on the discipline of public relations.

Eneh (2007a) added that public relations services are used by the theater, movies, sports, restaurants, and even by individuals to improve their image and boost sales. The majority of non-profit organizations, including hospitals, philanthropic groups, churches, and other religious institutions, have just recently started to recognise the importance of public relations in businesses (Gbadeyan, 2010.) Promotional efforts must be made purposefully in many situations, such as informing the public about the services provided by nonprofit organizations, attracting clients and promoters, and raising funds (Ivwighren & Umukoro, 2022). A study by Akarah (2011) showed that public relations is very much needed in sports. Also studies conducted revealed public relations would be much essential for churches especially for the reputation of their image (Mathew & Ogedebe, 2012; Ojomo, 2007; Princewell, 2017). Public relations can be used in the health sector, just like it can in every other area of Nigeria's national socioeconomic life like food marketers (Onyiaji, 2014; Gbadeyan, 2010; Salau, 2021). Therefore the use of public relations will be very important and also effective for the health care delivery systems and public health campaigns in Nigeria (Onyiaji, 2017, Ivwighren & Umukoro, 2022). Also Onyilo et al., (2022) looked at environmental public relations and security.

Public relations are essential to all international oil and gas companies because without them, none of them would be able to survive in the cutthroat business environment, just like any other types of business. The essence of successful professional public relations is using communication to support international oil and gas companies in establishing and maintaining cooperative relationships with constituencies that may have an impact on their operations (Abubakri et al., 2014).

Public relations practice of the Nigerian police: The Nigerian Police is in charge of overseeing and regulating traffic, including accident investigations, the licensing and inspection of legal and illicit firearms, everyone's safety and security, and commercial firearms and explosives ownership (Mathias, 2016). They also participate in crisis management in the form of reactions to natural catastrophes, racial unrest, train derails, and airplane crashes. The force is obligated to carry out any paramilitary tasks assigned to it by the President of the Federal Republic of Nigeria, both inside and outside of Nigeria (Iringe-Koko, & Wagbara, 2019).

In addition, according to Iringe-Koko and Wagbara (2019), the Nigeria Police Force is legally permitted to issue summonses, manage or disperse unauthorized processions and gatherings, look into criminal activity, catch offenders, question suspects, charge suspects, and release suspects on bail while inquiries are ongoing or before formal charges are filed. Additionally, for identification purposes, the police have the right to measure, photograph, and record the fingerprints of any person in their custody. They also have the right to search for and seize any items that might be stolen or connected to criminal activity.

According to Obiandu (as cited in Iringe-Koko & Wagbara, 2019), the current Nigerian Police is an amalgamation of various paramilitary forces that the British colonial administration established in different regions of Nigeria for the purpose of maintaining law and order, protecting lives and property, and performing paramilitary duties. Over time, a consistent public relations strategy for the Nigerian police force may produce fruitful results (Oluwasola et al., 2017). The Nigerian Police Force is a government organization that relies on the assistance and backing of the citizens it guards. Effective public relations can improve the public's perception of the police while also encouraging cooperation and support from the general population.

In times of crisis or emergency, the Nigerian Police Force may need to have outstanding public relations. Public relations can ensure that the public receives accurate and timely information in these situations, thereby minimizing misunderstanding and panic. According to Oluwasola et al. (2017), the Nigerian Police force should adopt a reactive PR strategy in order to restore its reputation, control crisis situations, prevent the market loss, and increase sales. The Nigerian Police Force needs reactive reactions simply in case there are (unexpected occurrences) emergency situations that require a rapid response, even if it is advised for PR practitioners to be proactive.

Public relations practice in Christian churches in Nigeria: In all Christian churches, public relations is crucial. Fostering mutual respect, trust, and cooperation between the pastor and churchgoers as well as the church and the community should be the aim of public relations. To grow and spread, the church needs public relations, which are achieved by modifying how individuals or groups see the church. Maintaining solid connections, communicating with people and organizations that are connected to a company, and creating an atmosphere that supports promoting its products and services are what public relations is all about (Matthew & Ogedebe, 2012).

Christian churches use public relations as a professional means of building a positive reputation in order to foster success and growth or the welfare of the churches or the members for whom public relations efforts are being undertaken. Therefore, Matthew & Ogedebe, (2012) advised

that it is noteworthy to mention that public relations are crucial for Christian churches to operate effectively and to maintain the corporate life and existence of the church. A church or other organizations numerous departments or divisions may also use public relations to further their objectives.

Nonetheless, Ojomo (2007) suggested that a typical church should often partake in the following public relations activities: visits to the prison or shelters for young people; visits and financial contributions to widows, orphans, and PLWHA; Free medical assistance, such as immunizations, blood pressure checks, and other diagnostic procedures; When practical, treating some of the sick people in the aforementioned group; giving to the police and other security organizations; supporting adolescent development workshops and seminars; and assistance to disaster victims should be provided.

However, Princewell (2017) pointed out that the church has faced criticism in Nigeria for its drastic, ongoing, but consistent departure/deviation from its founding principle, status as sanctity, and holiness. Ojomo (2007) also pointed out that Christians who are struggling have turned Christianity into a huge business. Princewell (2017) assumes that in Nigeria today, the situation is the opposite; our churches promote prosperity rather than hard effort. But nonetheless, that does not dismiss the fact that Christian churches need public relations practice to maintain a good image and reputation for publics.

Public relations practice in healthcare in Nigeria: As it has been claimed and demonstrated that excellent health is the driving force behind the success of all living things, the subject of good health has become of utmost importance to everyone in society (Ebonyi, 2009). The population must be equipped with relevant health information that can promote excellent health since maintaining good health is essential to a healthy life (Olaoluwa et al., 2022). Hospitals are organizations that serve individuals of all ages and genders in all public segments; in other words, they are the organizations that the aforementioned public segments relate to (Ivwighren & Umukoro, 2022). Public relations in healthcare is concerned with the acts and inactions of healthcare professionals when carrying out their official professional responsibilities and when interacting with close friends and family members to whom the professional's name might be revealed (Nwodoh et al., 2019).

As a result, community service must be a focus of marketing and public relations efforts in government hospitals; this should also be reflected in their mission and vision statements. Application of administrative techniques and procedures, which are crucial for providing health services, is required in public healthcare (Onyiaji, 2014).Trust is a critical aspect in healthcare, and successful public relations can assist develop trust between healthcare companies and patients. Healthcare businesses may increase patient happiness and loyalty by being open with patients, being transparent with them, and engaging them actively (Nnabuko & Onyiaji, 2021). The obligation to protect patient interests in hospitals is another aspect that should be taken note of in practicing public relations for the hospital (Ivwighren & Umukoro, 2022).

In Nigeria, healthcare organizations come under scrutiny from a range of parties, including patients, government agencies, and the media. Every day, people go to hospitals with a variety of health challenges and with the expectation of finding relief from the condition that brought them there. It is ironic to see the faces of folks who returned from such hospital trips with

dissatisfaction, stress, and occasionally annoyance (Ivwighren & Umukoro, 2022). Healthcare organizations can manage their reputations and react to unfavorable press or misinformation with the aid of effective public relations. In order to appease or persuade stakeholders, promote organizational positions, and manage the organization's image, one of the information dissemination platforms is health public relations practices (Olaoluwa et al., 2022).

Most significantly, all hospital administrators, doctors, nurses, and personnel are valuable allies in PR campaigns. Public relations should be used by healthcare organisations to boost service sales. If hospitals are to achieve high financial performance, they must pay close attention to the public relations consequences of their activities (Kehinde & Igbozuruike, 2016). To ensure the growth of a positive reputation in hospitals, a practise centred at the institution itself must give way to a policy addressing the preferences and wants of hospital consumers (Ivwighren & Umukoro, 2022). Like Uduji (2010), hospitals can assist in public health campaigns that educate the public on all facets of illnesses and how to prevent them. Public relations should be able to educate the public and teach it to accept ideas (which may include rural mobilisations), goods, services, etc.

Public relations practice in the banking sector in Nigeria: Public relations in banks must be cost-effective and a key element of a successful competitive strategy (Uduji, 2013). Because it enables banks to manage their reputation, build and maintain good relationships with their stakeholders, and properly communicate with their customers and investors, public relations is crucial to the banking business. Commercial banks in Nigeria that employ efficient public relations strategies will be able to maintain a strong corporate reputation, which is a requirement for increased client loyalty. As a result, this will improve the banks' sales performance and client relationship marketing (Oti et al., 2016).

For businesses, building strong customer relationships that benefit both parties is essential since they help retain existing customers and draw in new ones (Nwogwugwu, 2017). In the banking industry, public relations should aim to accomplish the following two things: Assuring the understanding and cooperation of these three key constituencies of the public is essential to success, the first step could be to establish contact with the company's customers, shareholders, and employees. The second step would be to promote the bank's services and products in a highly competitive market (Uduji, 2013).

A weak banking system that displays recurrent liquidity problems, insolvency, inadequate capitalization, a high proportion of non-performing loans, and poor corporate governance, among other issues, can cause a banking crisis (Smith & Ogbuoshi, 2016). And as such, in order to completely avoid a crisis, Uduji (2013) believes that the Nigerian bank management are quickly realizing that it is less expensive to anticipate the public's response to decisions so that courses of action can be prepared in advance to spread knowledge and foster understanding. Financial institutions, like many other business organizations, are created to serve consumers' requirements and help them continue to operate (Nwogwugwu, 2017).

Banks are learning that poor managerial decisions could ultimately impair their well-being if they ignore or erroneously interpret public opinion. The public's perception of marketing executives working in Nigeria's banking sector is improved through effective public relations for banks (Uduji, 2013). So, a study conducted by Nwogwugwu (2017) demonstrated that good

customer service can result in a better relationship between clients and banks as well as more business. So, in order to maintain customer loyalty, banking institutions must continually evaluate their customer relations policies. Also, Oti et al., (2016) admits the banks in Nigeria cannot afford to disregard professional public relations principles because their success, survival, and expansion depend on effective client services. Nwafor and Anyasor (2020) suggests that product awareness is significantly influenced favorably by customer care services.

Public relations' practices in higher institutions in Nigeria: A vital component of society, educational institutions play a crucial role in the growth and advancement of society as a whole. This implies that constant coordination is required to guarantee the sector's efficient development. (Shimiawua & Ternenge, 2022). The goal of public relations at institutions of higher learning is to foster understanding between the general public and higher education institutions (Igben, 2022). In order to ensure the management of the organization's ties with its audience, Chukwu et al. (2021) emphasized that academic institutions should have a capable public relations unit or department. Public relations in (tertiary) academic institutions depends on a thorough two-way communication process that involves both internal (staff and students) and external (general public, parents, communities, and the government) publics in order to increase understanding of the tasks, goals, accomplishments, and needs of the institution (Nguru & Ibrahim, 2018; Okwelle et al., 2018).

Okwelle (2011) suggests that in order to successfully convey the missions, goals, accomplishments, problems, and accountability to the public, tertiary institutions must engage in academic public relations efforts. By making it easier for the intended audience to discover about the institution without having to make a visit in person, public relations promotes in the enhancement of academic institutions' brand awareness, which helps to establish and sustain an excellent image (Chukwu et al., 2021). Public information, community relations, or communications are all terms that can be used to describe educational public relations.

PR boosts these organizations' efforts to raise money, collect donations, disseminate information about admissions policies, placement seasons, celebrations or events, manage crises, and carry out other responsibilities (Chukwu et al., 2021). Establishing an appropriate and understandable feedback mechanism via online platforms, where the public can readily communicate with their organization- thereby ensuring mutual trust- is essential for a successful active public relations practice (Okaiyeto & Ottah, 2021). Inya (2017) notes that modern university public relations practice requires that the public relations professional use social media to support faculty research initiatives in order to raise his institution's standing globally.

Strikes, student unrest, arson, secret societies, cheating on exams, moral decay, academic dishonesty, and corruption are just a few of the issues that are common in academic institutions (Akinola, 2009). To establish and maintain a mutually beneficial relationship between the organization and the public, it is undoubtedly necessary to have two-way communication in addition to information (Okaiyeto, & Ottah, 2021; Inya, 2017). Okafor & Nwatu (2018) found out that reputation management, customer relationship and the media relations have a strong association with educational institution objectives

Igben and Madubuchukwu (2017) found out that social media has the potential in enhancing communication between school administration and public relations professionals during the development and application of policy. Any tertiary institution of study can assist easier means of eradicating misunderstanding, hostility, rumor, and grapevine with efficient communication and public relations (Nguru & Ibrahim, 2018). Crisis is unavoidable in tertiary institutions as seen in the past, hence the need for effective public relations and strategies so as to maintain a good reputation and image of the institution (Okaiyeto & Ottah, 2021; Mbajiogu, 1996; Okwelle, 2011).

Public relations in libraries in Nigeria: A school library is beneficial for literacy education from the very beginning because it encourages young pupils to acquire healthy reading habits. Nothing is more important to the standard of services provided to library users than the quality and range of items a library chooses, acquires, and maintains, whether those users be academic, public, special, or school library users (Ozioko & Usman, 2019). According to Johh and Halliru (2020), the librarian serves as the library's public relations officer and is often responsible for creating a favourable impression of the building in the minds of potential patrons.

According to Gabriel (2021), effective public relations can help manage the librarian's reputation, which will ultimately lead to better library services and the provision of information services, by interacting with and cultivating positive relationships with all users and other stakeholders of the organization. Public relations for libraries, also known as library PR, aims to change how the general public perceives libraries and librarians (Ozioko & Usman, 2019). By communicating with and fostering positive relationships with all of the organization's stakeholders, effective public relations can assist in managing the library's reputation (Gabriel, 2021).

Public relations techniques are essential to the survival and continued relevance of the library in the current competitive environment, according to Ozioko & Usman (2019). Additionally, they listed several public relations strategies employed by librarians, such as better reader services, library weeks, exhibits and exhibitions, the use of directional guides, refreshments, leisure areas, lounges for light reading, and so on.

Public relations practice in government organizations in Nigeria: According to Lee (as cited in Olabanjo et al., 2019), public relations at the local level helps in spreading the word about effective administrative performance to win over the public. Studies show that when used or used appropriately, public relations may be a powerful tool for good governance in local government administration (Onojeghwo, 2013; Arong, 2010). As such, this is why public relations is needed in government so as to offer a great opportunity to pre-plan strategies for attaining objectives. It assists the organization in recognizing the many publics it must communicate with and necessitates specific preparations for how to do so Keghku, T. (2001).

For government organizations, public relations (PR) is crucial because it enables them to effectively interact with their citizens and establish strong bonds with them. Public relations assists government agencies in reputation management and image maintenance. Restoration requires collaboration from the government, the media, and the public just as image requires it (Ezekwe, 2012). According to Onojeghwo (2013), public relations (PRs) is a persuasive communication strategy used to build and sustain relationships between the government and

the general public. Public relations (PR) enables public sector organisations to engage the populace and build trust. Public relations contribute to establishing harmony among groups, people, nations, or establishments (Ezeah & Ogbonna; Asemah & Asogwa, 2012).

Public relations and politics in Nigeria: Through the efficient and constructive use and implementation of public relations principles and strategies, professionals in the field have frequently been able to confront issues and situations and restore a nations or organization's public acceptance, goodwill, and mutual understanding with its publics (Ezeah & Ogbonna). Public relations in politics is not different from public relations as a whole. The distinction between the two can be explained by the fact that the former is a special instance of the latter and has a propensity towards politics and governance. To foster a positive, healthy, and useful relationship between the people and the government is the democratic component of public relations (Chiakaan et al., 2021).

Public relations has a specialty called "political public relations" that focuses on politics, politicians, and political institutions (Nwanmuoh et al., 2021). According to Chiakaan et al., (2021), political public relations comprises both the "art" and the "science" of trend analysis, as well as the foresight of those trends' social repercussions and the advice of those in positions of leadership regarding those implications.

It is because public relations practitioners rely on influential groups like subject-matter experts, think tanks, and civil society organizations to gather data and take positions on various policy issues in order to develop proposals, political parties have a strong interest in forging relationships with interest group publics that benefit both parties (Nwanmuoh et al., 2021). Many political professionals participate in political public relations, including but not limited to press secretaries, speech writers, campaign fundraisers, event managers, political marketers, and campaign strategists, among others (Chiakaan et al., 2021). Political public relations also addresses government-planned initiatives whose implementation may be of interest to both parties and the general public. In their drive for political dominance, political parties in Nigeria are aware of the significance of image, branding, campaign, and political competitive advantage (Nwanmuoh et al., 2021).

The use of new media in public relations practice in Nigeria: The term "new media" was used by Igben and Ilaya (2021) to refer to a variety of electronic communication methods made possible by the use of a computer or digital technology, such as the internet; on-demand content access anytime, anywhere on any digital device; interactive user feedback and participation used by public relations to positively inform the public about an organization's strategy, mission, policies, and practices. People and organizations can now do business across borders without being limited by time or location thanks to the internet and social media (Ugwu, 2019). Numerous opportunities and benefits have been made possible by digital media, including increased accessibility to a wide range of information and improved communication (Orji-Egwu et al., 2019). As a result of the new media's rise and growing popularity, public relations has evolved, resulting in a more varied, open, and dynamic interaction with stakeholders (Okon & Watson, 2018).

According to Ugwu (2019), any PR practitioner who is not structuring his practise to match with the dynamics of the social media domain may soon find themselves out of a job given the

rate of internet usage and social media adoption in Nigeria at this time. Public relations practitioners need to leverage in this complex world to achieve significant organizational success (Kente & Salisu, 2021). The new media's influence, which established a web-based form of communication, led to a redefinition of the public relations practices used to build and maintain friendly connections between corporations and their respective publics. This is not to argue that these modern technologies have taken the place of the "old" instruments, but rather that they work best together for successful media relations. (Igben & Ilaya, 2021). Interactivity, immediate communication, new social spaces, modes of social engagement, and tools for media creation and distribution are all provided by new media platforms like WhatsApp, emails, online games, social networking sites, and others (Orji-Egwu et al., 2019).

One might initially believe that social media is only used by public relations professionals to engage with their target audience and ensure effective communication, but even in that scenario, it is true that social media is also used to strengthen interpersonal connections, create or maintain mutual understanding between related organizations and their public, both internal and external. Public relations practitioners have a single, reliable resource for social, personal, and professional fulfilment in social media (Ganiyu et al., 2021).

Due to the use of digital media, public relations practitioners have a fantastic opportunity to watch public mood, obtain information about issues, and have direct interactions with their audiences about a variety of social or organizational challenges (Orji-Egwu et al., 2019). According to Igben and Ilaya (2021), both public and private organizations utilize new media as a medium to disseminate press releases, adverts, and other information about their organizations and the strategic public in order to keep up relationships and foster understanding. Social media is used by a sizable portion of public relations professionals in Nigeria (Amodu et al., 2019). The pattern of corporate communications has evolved as a result of social media, which has an impact on how public relations campaigns are created, distributed, and evaluated (Inya, 2017; Igben, & Madubuchukwu, 2017).

Public relations strategies and practice in Nigeria: Government and non-government organizations have embraced the use of public relations, which encompasses strategies (Onojeghwo, 2013). These tactics are deliberate, methodical, and research-based actions used by a company, a marketer, or a country with the goal of establishing and preserving favorable, useful relationships with the general public, including those with corporate organizations and others (Uzodinma, 2009).

According to Otubanjo et al. (2010), public relations practices refers to the variety of approaches taken by businesses, nonprofits, and organizations in the course of pursuing a variety of initiatives designed to foster goodwill, awareness, and a positive corporate image with certain target audiences. Also, Chukwu et al., (2021) describes public relations practice as a variety of activities with different goals that are meant to help organizations build and maintain the range of relationships that guarantee their long-term success. It encourages greater productivity, corporate discipline, and a pleasant workplace atmosphere in addition to persuading people of a person's, institutions, or organization's legitimacy, performance, potentials, and the quality of its offered products or services.

A comprehensive definition of strategy is an organized, consistent way of thinking, making decisions, and allocating resources. An organization can build a competitive advantage and provide superior performance that is both sustainable and long-lasting when a strategy is properly conceived, seeded, implemented, and controlled. Determining the underlying long-term objectives of an organization, selecting a course of action, and assigning the resources required to attain them are all instances of strategy (Ugoani, 2020). Onyeokoro & Esi-Ubani (2018) define public relations strategies are action-oriented tools that organizations can use to lead and direct them toward achieving the desired goals and image. Organizations use public relations practises, which involve deliberate acts, instruments, procedures, and programs, to retain their relevance and advance a favorable perception of the company and the services it provides (Ozioko & Abubakar, 2019).

Asemah (as cited in Ezeah & Ogbonna) stated the various activities public relations do as: conflict resolution or crisis management, internal or employee relations, community relations, promotions, media relations, environmental scanning and sponsorship programmes. As public relations professionals will frequently advise, when all other attempts to spread the facts via press releases, articles, or news segments fail, advertisement would be necessary (Akande, 2014). According to Ajala (as cited in Onabajo, 2005) the following are organizational activities that rely on effective communication for success: Setting goals; Making and implementing decisions; Measuring results; Hiring and developing staff; Dealing with customers; Negotiating with suppliers and financiers; Producing the product/ service rendering; and interacting with regulatory agencies.

Ezeah and Ogbonna stated the public relations strategies outlined by the respondents as: Town hall meetings; organisation of workshops aimed at empowering youths; holding of radio programmes aimed at arresting youth restiveness, media campaigns on the dangers of unnecessary migrations and agitations; publicizing of opportunities for the unemployed; and using different media channels to pressurize the federal government in giving all zones a sense of belonging in the political system. Onabajo (2005) listed the communication tools for PR as: News Releases; New products and services; Products and service enhancement; New staff promotion;The winning of awards and honours; Breakthroughs and advancements, Expansions and takeover, News conferences, Feature Articles, Photographs, Advertising, Publicity Materials, Websites, Exhibitions, Seminars and Workshops, Video Films, Award Progammes; Expansions and takeovers.

As part of a PR plan, it is also necessary to address consumer relations. Customer relations, in the words of Ajala (as cited in Nwogwugwu, 2017), pertain to fostering an atmosphere of mutual understanding between the bank and its prized clients. It encompasses all of the initiatives an organisation takes to develop relationships with customers through thoughtful and satisfying product and service delivery. Customers, who are the final users of a company's goods and services, are the focus of effective customer relations. For businesses, building strong customer relationships that benefit both parties is essential since they help retain existing customers and draw in new ones. Customer relations, is about relationship management between an organization and its customers.

In order to achieve the desired result of economic and social growth, Itanyi & Ukpere (2014) claim that effective stakeholder relationship management, also one of public relations' tools,

fosters a sense of shared ownership, avoids excessive bureaucracy or labour disputes, makes resources available, maintains information/knowledge and feedback flow, and strengthens interaction. In order to realize, recognize, and achieve defined goals, PR seeks to integrate relationships through stakeholder management (Ojobor & Ewurum, 2017). Because it is crucial for both sides to have a strong relationship, especially one with the client, a solid stakeholder relationship should be a PR strategy that shouldn't be overlooked. Tasks completed to the public's satisfaction and the dissemination of this satisfying performance often reflect long-term, reliable connections with the public (Keghku, 2007).

In order to minimize the expenses and adverse media coverage that are associated with an unhealthy relationship between an organisation and its publics, it is crucial for an organisation to establish a positive relationship with its strategic publics as well as to develop, achieve, and maintain short- and long-term organisational goals (Godam et al., 2019).

Ezeah and Ogbonna listed some of the PR strategies as stated from the findings of their research as: Collaborate with the company influencers; Communicate your "why"; Create content not ads; Give traditional press exclusively and Promote your company at important special event. Keghku (2007) also listed public relations functions to be: Information and communication function; protocol function; employee relation function; marketing support function; financial relations function; international PR function and research function. Public relations professionals must work to raise awareness of their clients among the general public, correct misinformation, portray the truth, provide guidance, build relationships with corporations, and advise management and clients on issues and policies (Oboh & Enobakhare, 2010).

Public relations in managing crisis in Nigeria: An organization must always look for strategies to handle crises, even before they arise (Okoi & Okon, 2018). Public relations is regarded and recognized as a managerial function that upholds and promotes a favorable perception, comprehension, and cooperative relationships between an organization and its stakeholders (Keghku et al., 2019). Most people regard and build public relations as a tool for starting, developing, and maintaining peaceful coexistence between the government and the people (Chiakaan et al., 2019). Public relations is acknowledged and recognized as a managerial function that upholds and preserves a favorable perception, comprehension, and cooperative relationships between a business and its stakeholders. (Chukwu et al., 2021).

According to Okoi & Okon (2018), crisis management is the procedure an organisation uses to address problems that pose a threat to or have the potential to harm it, a stakeholder, or the wider public. According to Mbajiogu (1996), the public relations officers or consultants who are in charge of guiding organizational leaders in every educational organization are also responsible for crisis management. Keeping track of public opinion data and responding quickly to it aids management. Additionally, it downplays and emphasises management's obligation to stay current with and take advantage of change, while simultaneously acting as a forewarning system to assist management in anticipating trends and using research and strong ethical communication techniques as its main tools (Udomisor & Osademe, 2013).

Any serious crisis resolution must use public relations techniques to bring opposing sides together for a peaceful resolution (Chiakaan et al., 2019). In order to prevent the crisis from getting worse, regulating the information flow between the organisation or country and the

publics through the media and giving management advice on what to do and how to do it are the main components of crisis management. Public relations professionals do in-depth research to determine the best course of action to take in order to arrest the situation in order to create a positive outcome in this type of situation. In this context, Best (as cited in Ezeah & Ogbonna) asserted that public relations practitioners carry out in-depth research in order to identify the underlying factors causing a disagreement and thereafter devise resolution plans, stated that public relations practitioners conduct thorough research in order to find the root cause of a conflict and thus marshal out strategies to resolve it.

Public relations is not only a management tool that can be applied in relationships management between organizations and their publics but also a tool for managing relationships between one ethnic group and another, between one religious group and another (Keghku et al., 2019). Public relations is a strong weapon of crisis management because of its communicative role. Communication, in this regard, is a two-way approach (Keghku et al., 2019). The role of Public relations is to ensure the institution's reputation is protected and enhanced, while maximising opportunities to demonstrate the organisation's desired leadership position (Akinwalere & Oyeniran, 2021).

Image making and reputation management in Nigeria: Building a solid reputation by great customer service, showing concern for the welfare of the workforce, the community, and the environment, as well as by effectively communicating with the general public, is the true objective of public relations (Onabajo, 2005). Dokunmu (as cited in Olatunji, 2014) defined image as the portrayal of someone or something, as well as the impression, perception, sentiment, or opinion that arises in people's minds as a result. Image building is a deliberate method of regulating the distribution and dissemination of information to the public in order to uphold a positive reputation for the company and its brands (Wilson, 2021). As a result, corporate image can be defined as the general impression that the public has of a company or business organization (Okpulor, 2017).

Reputation management is a delicate task that requires the public relations department of an organization to uphold positive relationships with the various publics in order to achieve the organization's goals because the publics' perceptions of an organization, particularly the external publics, determine its reputation (Ude-Akpeh et al., 2019). As a management role, the practice of public relations acts as a counsellor to management, mediating and assisting in the transformation of intentions and goals into reality. This aids in the achievement of goals by organizations, unions, governments, people, and significant others through effective relationship creation and management. Poor perception and other unfavorable attitudes can be changed through public relations into mutual understanding and cooperation. (Oziokor & Abubakar, 2019). A person, a company, or a country can construct and improve their image with the help of effective public relations. During times of bad news or when the institution is experiencing a crisis, effective public relations can help to clear up misunderstanding and promote mutual understanding between the organization and the public. (Ezeah & Ogbonna).

Of course, the main advantage of implementing public relations strategies and programs for image management and reputation is a well-planned endeavor to have a positive impact on an organization's image (Oluwasola, 2016). The main benefit of utilizing public relations strategies and tactics for reputation management and image enhancement is, of course, a well-

thought-out endeavor to have a positive effect on an organization's image. PR focuses on image creation, upkeep, and sustainability (Nsikan-Abasi, 2005). In essence, every public relations tool that can be used to improve the reputation of such an organization must be used, including both newer digital tools and more established ones like press releases, advertising, press conferences, sponsorships, open door meetings with the community or some stakeholders, organizing events, and so on (Oluwasola et al., 2017).

The organization's reputation is influenced by behavior, communication, visual presentation, result/performance, as well as exogenous factors (such as media messages, rumors, other stakeholders review and appreciations). Therefore, image management should be approached through a holistic public relations approach (Oluwasola et al., 2017). Adekoya (2021) noted that the organizations create them based on their own research and to promote their organizations' needs and interests.

Challenges of public relations practice in Nigeria: Amujo and Melewar (2011) suggest that in Nigeria, public relations is still considered to be an occupation or a craft rather than a fully developed profession. And as such, it suggests that public relations in Nigeria has many challenges. Every organization is not perfect, even the best of organizations in the world have one or two challenges. Ude-Akpeh et al. (2019) note that the management of many organizations in Nigeria lack knowledge of the functions of public relations, which can lead to a failure to tell the P.R. unit of some crucial issues or even to seek their advice on essential plans, policies, and public relations-related issues. Also, another challenge is that along with the lack of qualified public relations practitioners and professionals, there is difficulty in sustaining a positive relationship between public relations departments of organizations and consulting clients.

Ugwu (2019) opines that since the wide use of the internet, Nigeria's PR industry has faced challenges that stem from social media's inherent characteristics as a free, natural, and uncontrolled platform. Ude-Akpeh et al., (2019) also note that the fact that conventional modes of communication and information storage are being superseded by new technology presents another difficulty for the profession because many practitioners might not keep up with contemporary advancements. In the age of social media, another challenge public relations practitioners have is the issue of fake news (Ugwu, 2019). Fake news has a detrimental effect in PR. Experts in public relations should constantly be ready to take specific actions to prevent and correct false information, deceptive material, and fake news in general. (Wilson, 2021).

Shimawua and Ternenge (2022) points out the challenges of PR in institutions as having practitioners who are not properly trained and also these institutions not having enough resources for the practice of public relations in their organization. Yakwal and Oyeneye (2004) also agrees that institutions have lack funding and even these institutions do not see the need for the practice of PR in their organization. Another challenge of PR practice in Nigeria is that some governmental and non- governmental organisations in Nigeria do not practice public relations or even have an office for PR practices in their work place. While some may have an office for PR, PR strategies are not fully utilized there. However, the ones that practice PR well have a higher advantage over those who do not use PR. Okoro (2005) noted that even the ones that are qualified to practice do not have the jobs.

4.0 RESULTS AND DISCUSSION

RQ1: What are the main research areas that public relations have been studied in Nigeria?

The articles chosen for the study each addressed a wide range of academic topics. But for the sake of this study, it will only pay attention to the major issues that the articles addressed. The study presents a table of the primary research areas covered by the selected articles for this study:

Table 4.1: Main themes the research articles centered on

S/N	RESEARCH AREAS	NUMBER OF ARTICLES	PERCENTAGE %
1	The concept of public relations.	14	13%
2	The evolution and development of public relations in Nigeria.	2	2%
3	Regulatory bodies for public relations and ethics in Nigeria.	6	6%
4	Public relations practice in governmental and non-governmental organizations in Nigeria.	54	50%
5	The use of new media in public relations practice in Nigeria.	8	7%
6	Public relations strategies and practice in Nigeria.	15	14%
7	Public relations in managing crisis in Nigeria.	4	4%
8	Image making and reputation management in Nigeria.	2	2%
9	Challenges of public relations practice in Nigeria.	2	2%
TOTAL		107	**100%**

From the Table 4.1, the research main areas that the selected research work covered the most is the 'public relations practice in governmental and non-governmental organizations in Nigeria' and it covers 50% of the articles selected for the study. Fifty four articles was discovered to have the content of 'Public relations practice in governmental and non-governmental organizations in Nigeria'. In the concept of public relations, fourteen articles were seen to be in the area of research showing 13%. For "The evolution and development of public relations in Nigeria", only two articles related to this area was seen, showing just 2% of the articles selected for the study. The articles for "The regulatory bodies for public relations and ethics in Nigeria" were six in number, showing 6% also. In the articles for "The use of new media in public relations practice in Nigeria", eight articles was seen to be related to the subject matter, this showed 7%. In "Public relation strategies and practice in Nigeria", fifteen articles centered on this area, showing 14% of the articles selected related to the subject matter. "Public relations in managing crisis in Nigeria", only four articles were seen, showing just 4%. For "Image making and reputation management in Nigeria", it showed just two articles that centered on the matter, showing 2%. And finally, for the "Challenges of PR practice in Nigeria", also two articles centered on that area.

RQ2: What are the methods the selected articles used for their research?

Table 4.2 Methods employed by the researchers

S/N	METHODS	NUMBER OF ARTICLES	PERCENTAGE %
1	Survey	65	60%
2	Desk research	35	32%
3	Focus group discussion	2	2%
4	Case study	1	1%
5	Exploratory method	3	3%
6	Historical method	1	1%
7	Content analysis	1	1%
TOTAL		**108**	**100%**

Table 4.2 shows the methods that was employed by the researchers of the articles that was selected for the study. The table reveals that survey was mostly used by the researchers, it accounts for 60% times for the number of articles that used survey. Sixty five articles used different types of survey such as descriptive, cross sectional and pilot survey. The research instruments used to discover their findings was the use of questionnaires and in-depth interviews. Also thirty four articles made use of desk research which is also known as secondary research. The way researchers decided to conduct their desk research was through conceptual review, systematic review, position paper and literature review. Some other researchers used focus group discussion, case study, historical method, exploratory method, and content analysis.

RQ3. Which theoretical frameworks and models have been utilized to investigate public relations in Nigeria?

Public relations is multi-disciplinary and cross-sectoral (Ozioko & Abubakar, 2019). This therefore implies that the theories the authors used were not only in the field of public relations and communication, the researchers adopted theories from other fields.

Table 4.3: Theories adopted in the articles

S/N	THEORIES	NUMBER OF ARTICLES	PERCENTAGE
1.	Social learning theory	1	1.4%
2.	Situational crisis communication theory	1	1.4%
3.	Pull and Push theory of Migration	1	1.4%
4.	Public relations communication theory	1	1.4%
5.	Agenda Setting theory	3	4%
6.	Framing theory	1	1.4%
7.	Social exchange theory	4	5.5%%
8.	Management theory of Human relations	1	1.4%
9.	Systems theory	7	9.5%
10.	Stakeholder theory	4	5.5%
11.	Social responsibility theory	2	2.7%
12.	Structural Functionalism theory	2	2.7%

13.	Excellence theory	7	9.5%%
14.	Neo-institutional theory	1	1.4%
15.	Gate-keeping theory	1	1.4%
16.	Diffusion of innovation theory	4	5.5%
17.	Evaluation theory	1	1.4%
18.	Technological determinism theory	3	4%
19.	Situational theory	4	5.5%%
20.	Uses and gratification theory	1	1.4%
21.	Cognitive dissonance theory	2	2.7%
22.	Relationship management theory	1	1.4%
23.	Organizational learning theory	1	1.4%
24.	Media dependency theory	1	1.4%
25.	Information theory	1	1.4%
26.	Globalization theory	1	1.4%
27.	Deontological theory	1	1.4%
28.	Dependence theory	1	1.4%
29.	Social constructivism theory	1	1.4%
30.	Dialogical Communication theory	1	1.4%
31.	Corporate Identity formation theory	1	1.4%
32.	Public relations transfer theory	2	2.7%
33.	Observational learning theory	1	1.4%
34.	Imitation behavior theory	1	1.4%
35.	Dialectical Materialism theory	1	1.4%
36.	Frustration Aggression theory	1	1.4%
37.	Organizational Image Management theory	1	1.4%
38.	Corporate social responsibility theory	2	2.7%
39.	Image restoration theory	1	1.4%
40.	Impression management theory	1	1.4%
TOTAL		73	100%

Table 4.3 reveals the theories that was used by the researchers based on the articles that was selected. A total of forty theories were adopted in seventy three research work. Systems theory and excellence theories were the prominent theories adopted by researchers, there were seen in seven articles showing 9.5%. Social exchange theory, Stakeholders theory, situational theory and diffusion of innovation theory were seen in four articles, showing 5.5%. Agenda setting theory and Technological determinism theory were seen in three articles showing 4%. Social responsibility theory, structural functionalist theory, cognitive dissonance theory, corporate social responsibility theory, and public relations transfer theory were seen only two articles, showing 2.7%. While social learning theory, situational crisis communication theory, public relations communication theory, framing theory, management theory of human relations, neo-institutional theory, gate-keeping theory, evaluation theory, uses and gratification theory, relationship management theory, organizational learning theory, media dependency theory, information theory, globalization theory, deontological theory, dependence theory, social constructivism theory, dialogical communication theory, corporate identity formation theory, observational learning theory, imitation behavior theory, dialectical materialism theory,

frustration aggression theory, organizational image management theory, image restoration theory, and impression management theory were seen in only one article, showing 1.4%.

Also models were also discovered to have been adopted in the articles selected for the study. Details are shown in Table 4.4.

Table 4.4: Models adopted for their research

S/N	MODELS	NUMBER OF ARTICLES	PERCENTAGE %
1.	RICE model	1	3.2%
2.	Public relations transfer process model	3	9.7%
3.	Two-way symmetrical model	13	42%
4.	Two-way asymmetrical model	1	3.2%
5.	Melvin Sharpe's behavioral model of public relations	1	3.2%
6.	The linear model of communication	1	3.2%
7.	Interactional model of communication	1	3.2%
8.	Transactional model of communication	1	3.2%
9.	Press agentry/publicity model	1	3.2%
10.	Public information model	1	3.2%
11.	Harold Laswell's Dance model	1	3.2%
12.	Public relations practice model	1	3.2%
13.	Organization performance model	1	3.2%
14.	Open system model of public relations	1	3.2%
15.	SERVQUAL model of service quality model	1	3.2%
16.	RACE model	1	3.2%
17.	Public relations boundary role model	1	3.2%
TOTAL		31	100%

Seventeen models as seen in Table 4.4 were discovered to have employed by researchers in their work and it was seen in thirty one articles. Two way symmetrical model was seen in thirteen articles, this meaning that this model was mostly used by the researchers. Public transfer process model was seen in three articles showing 9.7%. RICE model, two-way asymmetrical model, Melvin Sharpe's behavioral model of public relation, linear model of communication, interactional model of communication, transactional model of communication, press agentry/publicity model, public information model, Harold Laswell's Dance model, public relations practice model, organization performance model, open system model of public relations, SERVQUAL model of service quality model, public relations boundary role model, and RACE model were seen only once in the articles showing 3.2% each.

5.0 CONCLUSION

According to the study, Nigerian public relations strategies have evolved over time, shifting from the traditional emphasis on media relations and publicity to a more strategic approach that places a higher priority on stakeholder engagement, reputation management, crisis management, and ethical communication. Although there have been improvements, the

Nigerian public relations industry still faces challenges like a lack of funding, a lack of professionalism, and a negative perception of the sector among some stakeholders.

The study also describes how important the new media is becoming a practice of public relations in Nigeria. Companies may need to spend in establishing public relations strategies to better engage with their stakeholders, and practitioners could gain from training on the newest digital tools and approaches. The review emphasizes how public relations firms in Nigeria should be organized and standardized. The critical role that public relations plays in shaping public opinion, building and managing relationships, and driving social and economic development in Nigeria is also explained in this literature review.

To overcome these difficulties and challenges that have been presented in this study, all those involved in public relations practice (including academicians, consultants, public relations practitioners, decision-makers such as government or other stakeholders) must collaborate to support the growth of Nigeria's public relations industry. This may mean implementing measures to enhance the industry's regulatory framework, raise public awareness of the need of moral and effective communication, and provide practitioners with more opportunities for professional development. Conferences, seminars, and research partnerships are a few initiatives that could help to encourage more cooperation and knowledge sharing in the sector. Therefore, it is essential that the public relations field in Nigeria grows and adjusts to the society's shifting needs and the media landscape.

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