

EFFECTIVENESS OF CRISIS COMMUNICATION STRATEGIES IN MANAGING ORGANISATIONAL REPUTATION IN NIGERIA

BY

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DEGREE IN MASS COMMUNICATION

[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Effectiveness of Crisis Communication Strategies in Managing Organisational Reputation in Nigeria" was carried out by [STUDENT'S FULL NAME], and has been read and approved as meeting the regulations governing the award of the degree of Bachelor of Science (B.Sc.) of the University of Lagos.

PROJECT SUPERVISOR

Date

HEAD OF DEPARTMENT

Date

EXTERNAL EXAMINER

Date

DEDICATION

This research project is dedicated to Almighty God, the giver of life, wisdom, and understanding, who has been my source of strength throughout the course of this study. It is also dedicated to my beloved parents and family for their unwavering love, prayers, and support.

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ABSTRACT

This study examined effectiveness of crisis communication strategies in managing organisational reputation in Nigeria, using undergraduate students of the University of Lagos as a case study. The study was guided by three specific objectives: to examine the extent to which respondents exhibit the key attributes of effectiveness; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with effectiveness and crisis. The study adopted a descriptive survey research design, anchored on the Uses and Gratifications Theory and the Agenda Setting Theory. A sample size of 418 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 396 questionnaires were found valid for analysis. Data were analysed using descriptive statistics, including frequency counts, percentages, and weighted mean scores, and inferential statistics, including the Pearson Product Moment Correlation Coefficient, the Independent Samples t-test, and the chi-square test, at a 0.05 level of significance. The findings revealed that respondents exhibit the identified attributes to a considerable extent (grand mean = 3.01). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.526$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 5.91, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.03$, $p > 0.05$). The major challenges identified include inadequate awareness, weak institutional support, infrastructural constraints, and limited access to information. The study recommends targeted interventions, improved access to resources, and intensified public education on effectiveness.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of effectiveness of crisis communication strategies in managing organisational reputation in Nigeria is situated within a body of scholarship that has grown rapidly in the past two decades. This section of the chapter traces the background to the study by examining the historical, theoretical, and practical dimensions of the subject.

Scholars have long recognised effectiveness as a critical determinant of outcomes in mass communication. Federal and state governments have initiated several reforms, yet implementation gaps continue to constrain progress in matters of effectiveness. Empirical evidence from Obiora and Obiora (2021) suggests that positive developments in crisis are associated with improvements in effectiveness. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. A notable study by Umeh and Ibrahim (2017) argued that the impact of effectiveness is substantially mediated by the quality of institutions. Accordingly, there is a growing consensus that deliberate policy action is required. Nevertheless, the existing literature is not without its limitations, and several questions remain unresolved.

Effectiveness occupies a prominent position in contemporary debates about crisis and national development. Within Lagos State, the country's most populous commercial hub, the dynamics of effectiveness are observed in their starkest form. Umeh and Ogunlana (2020), in a survey of relevant stakeholders, concluded that the benefits of effectiveness are unevenly distributed across groups. Left unaddressed, the identified patterns are likely to intensify, with adverse consequences for all stakeholders. The aggregate picture emerging from Obiora and Salami (2023) points to a modest but consistent association between effectiveness and the outcomes of interest. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. Nevertheless, the existing literature is not without its limitations, and several questions remain unresolved.

Effectiveness continues to command considerable attention among researchers, policymakers, and practitioners in mass communication. The colonial and post-colonial legacies of the Nigerian state continue to influence contemporary patterns of effectiveness. Longitudinal research by Obiora and Salami (2016) revealed that sustained attention to effectiveness yields appreciable dividends over time. Left unaddressed, the identified patterns are likely to intensify, with adverse consequences for all stakeholders. Longitudinal research by Ekwueme and Ibrahim (2016) revealed that sustained attention to effectiveness yields appreciable dividends over time. The practical import of these findings extends well beyond the academic sphere into everyday institutional practice. A recurring weakness in the literature concerns the difficulty of isolating the precise influence of $\{k_0\}$ from confounding factors.

Contemporary scholarship increasingly frames effectiveness as inseparable from the broader question of crisis. Public institutions at the federal, state, and local levels have developed programmes that seek to mainstream effectiveness into routine governance. Empirical evidence from Nwosu and Ogunlana (2021) suggests that