

# **IMPACT OF PUBLIC RELATIONS PRACTICES ON THE CORPORATE IMAGE OF NIGERIAN TELECOMMUNICATION COMPANIES**

BY

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DEGREE IN MASS COMMUNICATION

[MONTH, YEAR]

## **CERTIFICATION**

This is to certify that this research project titled "Impact of Public Relations Practices on the Corporate Image of Nigerian Telecommunication Companies" 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.

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PROJECT SUPERVISOR

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Date

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EXTERNAL EXAMINER

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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.

## **ACKNOWLEDGEMENT**

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## **ABSTRACT**

This study examined impact of public relations practices on the corporate image of nigerian telecommunication companies, 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 impact; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with impact and public. The study adopted a descriptive survey research design, anchored on the Uses and Gratifications Theory and the Agenda Setting Theory. A sample size of 389 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 372 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 = 3.18). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ( $r = 0.594$ ,  $p < 0.05$ ) and a significant dependent association on the chi-square test (chi-square = 6.36,  $p < 0.05$ ). 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 impact.

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# CHAPTER ONE: INTRODUCTION

## 1.1 Background to the Study

The study of impact of public relations practices on the corporate image of Nigerian telecommunication companies 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.

Few subjects attract as much policy interest in contemporary Nigeria as the question of impact. Evidence from national agencies indicates that impact has grown considerably in recent times, underscoring the need for systematic inquiry. Studies by Bello and Alade (2019) largely support the view that impact exerts a measurable influence on outcomes of interest. The practical import of these findings extends well beyond the academic sphere into everyday institutional practice. Longitudinal research by Adebayo and Okonkwo (2016) revealed that sustained attention to impact yields appreciable dividends over time. Such findings reinforce the argument that impact deserves a place of priority on the development agenda. A recurring weakness in the literature concerns the difficulty of isolating the precise influence of {k0} from confounding factors.

Impact occupies a prominent position in contemporary debates about public and national development. National policies and programmes have sought, with varying degrees of success, to respond to the realities of impact and public. The aggregate picture emerging from Nnamdi and Adebayo (2023) points to a modest but consistent association between impact and the outcomes of interest. Accordingly, there is a growing consensus that deliberate policy action is required. Salami and Oyelaran (2020), in a survey of relevant stakeholders, concluded that the benefits of impact are unevenly distributed across groups. Such findings reinforce the argument that impact deserves a place of priority on the development agenda. Nevertheless, the existing literature is not without its limitations, and several questions remain unresolved.

Over the past two decades, impact has become increasingly significant within the Nigerian landscape and beyond. National policies and programmes have sought, with varying degrees of success, to respond to the realities of impact and public. A notable study by Salami and Oyelaran (2017) argued that the impact of impact is substantially mediated by the quality of institutions. The weight of evidence therefore points toward a renewed commitment to evidence-based decision-making. Comparative work by Osinachi and Dauda (2022) across several states uncovered a consistent pattern linking impact with public. Left unaddressed, the identified patterns are likely to intensify, with adverse consequences for all stakeholders. A recurring weakness in the literature concerns the difficulty of isolating the precise influence of {k0} from confounding factors.

Impact continues to command considerable attention among researchers, policymakers, and practitioners in mass communication. Public institutions at the federal, state, and local levels have developed programmes that seek to mainstream impact into routine governance. Evidence assembled by Musa and Musa (2015) across twelve states underscored the heterogeneity of outcomes linked to impact. The practical import of these