



IMPACTS OF PUBLIC RELATIONS TACTICS ON THE 2024 STUDENTS' UNION CAMPAIGN AT BENUE STATE UNIVERSITY, MAKURDI, NIGERIA

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Abstract

This study “Impacts of public relations tactics on the 2024 Students' Union campaign at the Benue State University Makurdi, sought to examine the impacts of PR tactics during the 2024 Students' Union, campaigns at the Benue State University. The sample size for this study was 400 respondents selected from the Benue State University, population, where the population is put at 22,928 as given by the Students Affairs Unit (2023). The size was determined using Taro Yamane collection. The copies of questionnaire were administered to 400 sampled respondents that were purposively selected on the basis of their knowledge on public relations. Findings revealed that public relations tactics impacted the Students' Union elections at the Benue State University as they informed students on contestants, educated people about the time and the respective venues for voting, enhanced large participation in the elections, and election process and activities. The study also found out that the extent which PR tactics impacted the 2024 students' union elections at Benue State University, Makurdi was to a very large extent. The study however, recommend that stakeholders, especially students and university management should ensure that there is adequate finance to enable the success of

campus politics through public relations practice students' union elections

Key words: *Public Relations, Tactics, campus-politics students' union.*

1 Introduction

Elections are central to competitive politics in a modern era especially under the third wave of democracy and during transitional period. Elections will not just be a foundation stone but a key generator overtime of further democratic reforms. Some observers have argued that regular elections and the associated political rights and civil liberties being experienced in new democracies like Nigeria are an indication of democratic progress and optimism [1]. In Nigeria as in much of Africa, electoral competition is becoming more common [2]. Regular conduct of elections is not only “central to democratization”, but also “contributes to the maturation of nascent democratic cultures” [3]. For an uninterrupted series of competitive elections imbues society with certain democratic qualities namely participation, competition and legitimacy.

This is same with campus politics and elections of Students union, in the university and other higher institutions of learning. Democratizing campus politics and elections demands that the activities are carried upon in legitimate approaches. Public relations that uses management approaches could be deployed in campus politics and students union electioneering campaigns for success. This may have prompted the documentation by [4,26] that public relations the management function which evaluates public attitude, identifies the policies and procedures of an individual or organisation with the public interest and plans and executes a programme of action to earn public understanding and acceptance.

What is more, elections and the people that carryout the electoral processes are not only critical to any democratic system but also attract significant attention because they facilitate the process of legitimizing leadership including that of students union. This they do through voting processes and facilitating the systematic acquisition and transfer of authority [5]. With adequate information and education on the political process and the people's interest through public relations, the people are better placed to actively participate in the electoral process. As rightly observed by [6, 27], the people citizens have to be mobilized and recruited in order to effectively participate in the electoral process such as the one

practiced at universities. This is greatly achievable through apposite provision of electoral education using appropriate tactics of public relations as a communication adjunct.

Consequently, [7,19] stated, that in electioneering campaigns, public relations have a positive, significant and sizeable effect on voting intentions and awareness. That is, in campus politics and students' union bodies' electioneering campaigns in universities and other higher institutions of learning should deploy public relations tactics or strategies for success.

The relevance of public relations in politics and elections campaigns is seen in situations where the positions of public relations officer (PRO) have always been included to appropriately enhance success. According to [8], the dialogical nature of public relations has enhanced the success of politics and electioneering campaigns thereby creating favourable and mutual relations among political stakeholders and electorates. The communication strategy (i.e. public relations) facilitates effective winning the support of the people through using lobbying, rallies, posters, flexes, handbills, social media, word-of-mouth, banners, stakeholders' meeting, media relations, data collection and research and corporate social responsibility [9].

The preceding discourse clearly establishes the relationship between public relations practice and politics especially election campaigns in secular and associations/unions such as campus politics and student unions in universities and other institutions of higher learning for leadership positions. It shows that public relations tactics, if properly deployed, can be of considerable aid to gaining high support base in campus politics and students' unions elections in post secondary institutions of learning. This, therefore, provides the reasons for which this research investigates the influence of public relations, PR tactics for campus politics during the 2024 students' union, campaigns at the Benue State University Makurdi.

Statement of Research Problem

Public relations, as a communication adjunct, has correlation with politics and electioneering campaigns. This is, apparently, due to public relations' ability to create a mutual understanding and relationship for effective attainment of set goals. In politics and elections, public relations practice plays a good role in politics and elections, in particular across societies. For example [10], affirms that public relations is now widely

accepted as an essential part of managing activities such as elections in our organized society. public relations can be used in facilitating the efficiency of electioneering campaigns. PR can, for instance, be used in lobbying people especially eligible voters to support candidates of elections, in secular politics/elections and others.

Aside secular politics and elections, associations and unions use politics in the selection of their leaders. For example, students in universities and other higher institutions of learning have unions and associations that conduct elections to choose leaders who will represent them. In selecting the leaders, election campaigns are embarked upon to win support from the student electorates. In doing this public relations practice, which is paramount to the success of politics and electioneering campaigns should be done in accordance with the ethics and norms of the profession - i.e. PR. Electioneering campaigns and politics at all levels, including campus politics/election campaigns adopt public relations approaches in efforts to achieve set goals [10,11]. This shows that the activity of public relations could possibly play significant roles in campus politics and Students' Union electioneering campaigns, if used in the right way. It is in this regard that this study assesses the impacts of public relations tactics for campus politics during the 2024 Students' Union, campaigns at the Benue State University Makurdi.

Research Objectives

The general objective of this research is to examine the impacts of PR tactics during the 2024 Students' Union's campaigns at the Benue State University Makurdi. Specifically, the study seeks to:

1. To find out if public relations tactics were used for campus politics during the 2024 students' union, campaigns at the Benue State University Makurdi.
2. To ascertain the impacts of PR tactics for campus politics during the 2024 students' union, campaigns at the Benue State University Makurdi.
3. To identify the extent which PR tactics impacted on campus politics during the 2024 students' union, campaigns at the Benue State University Makurdi.

Research Questions

1. Was public relations tactics used for campus politics during the 2024 students' union, SU's campaigns at the Benue State University Makurdi?

2. What is the impacts of public relations tactics for campus politics during the 2024 students' union, campaigns at the Benue State University Makurdi?
3. What is the extent which PR tactics impacted on campus politics during the 2024 students' union, campaigns at the Benue State University Makurdi?

Concept of Public Relations

The practice of public relations has been viewed as efforts aimed toward ensuring mutual understanding between individuals and organisations and their respective publics. [13] defines public relations as a management function that involves monitoring and evaluating public attitudes and maintaining mutual relations and understanding between an organisation and its public. [14] documents that the latest public relations was chronicled as a strategic communication process that builds mutually beneficial relationships between organisations and their publics.

Imperatively [15] to have defined PR as a way of management which functions as an evaluation of the publics' attitude, and identifies the policies and procedures of an individual or an association with the public interest. It is a planned and implemented programme that requires actions, so as to earn publics' understanding and approval.

The Mexican Statement is considered functional in nature to the extent that it goes beyond the mere meaning of Public Relations to state the functions of the profession. These functions are both operational both at the organisational and individual levels because it is not government, business ventures and humanitarian service bodies alone that require Public Relations but all.

Politics:

In practice, [16], defined politics as the set of activities that are associated with making decisions in groups, or other forms of power relations between individuals, such as the distribution of resources or status. The branch of social science that studies politics and government is referred to as political science. Politics, in its broadest sense, is the activity through which people make, preserve and amend the general rules under which they live. Although politics is also an academic subject (sometimes indicated by the use of 'Politics' with a capital P), it is then clearly the study of this activity.

Politics is thus inextricably linked to the phenomena of conflict and cooperation. On the one hand, the existence of rival opinions, different wants, competing needs and opposing interests guarantees disagreement about the rules under which people live. Interestingly, people recognize that, in order to influence these rules or ensure that they are upheld, they must work with others, hence, [17] define politics as the 'acting in concert'. This is why the heart of politics is often portrayed as a process of conflict resolution, in which rival views or competing interests are reconciled with one another. However, politics in this broad sense is better thought of as a search for conflict resolution than as its achievement, as not all conflicts are, or can be, resolved.

In the words of [18], any attempt to clarify the meaning of 'politics' must nevertheless address two major problems. The first is the mass of associations that the word has when used in everyday language; in other words, politics is a 'loaded' term. Whereas most people think of, say, economics, geography, history and biology simply as academic subjects, few people come to politics without preconceptions. Many, for instance, automatically assume that students and teachers of politics must in some way be biased, finding it difficult to believe that the subject can be approached in an impartial and dispassionate manner.

The second and more intractable difficulty is that even respected authorities cannot agree what the subject is about. Politics is defined in such different ways: as the exercise of power, the science of government, the making of collective decisions, the allocation of scarce resources, the practice of deception and manipulation, and so on, [19]. The virtue of the definition advanced in this text 'the making, preserving and amending of general social rules' is that it is sufficiently broad to encompass most, if not all, of the competing definitions.

2 Review of related Literature

Effect of Public Relations Tactics on Political Campaigns

Politics and elections feature prominently in every democracy and it is a period in which the citizens are presented with the opportunity of making changes in their leadership positions by selecting those to represent them. People vying for various positions or offices come out with series of planned activities to-influence the voters in their favour. Meanwhile, political parties which are platforms for, seeking a mandate are formed and or re-engineered along different ideological lines or

opinion. [18-20], these political parties continue to crave for recognition and acceptance by the populace or their status and candidates. In fact, elections are periods that a barrage of information is unleashed on the populace to either win them or at least dissuade them towards particular candidates or parties and also to market views or stimulate a paradigm shift.

Candidates on the other hand, who are the focus of attention during elections, devise strategies for advancing their policy preferences and ideological perspectives which are in tandem with their party ideology. They bring their own personal values, policy options, personality traits and political experiences into campaign to lure voters. A tremendous amount of time, energy and money goes into this. There is generally a tussle in captivating and maintaining voters' attention, conscientizing them and eventually translating that attention into final vote cast. [21] opined that political campaigns are efforts to persuade voters to support candidates or issues by providing them with information, rationales, characterizations and images to convince them that one candidate or position is better than the alternatives and to get them to act on those preferences.

The importance and significance that public relations has assumed in today's business world, particularly as it affects the economy and the daily lives of individuals in every society is overwhelming. As a result, public relations has attracted a lot of attention from researchers and development scholars who are in constant search of models that could turn around the economic fortunes of corporations and nations. Some of the empirical works and studies that relate to public relations management or the role, significance and importance of public relations to politics, campaigns and elections showcase the relevance and importance of public relations in campaigns and elections.

Overview of Public Relations Tactics

Public relations tactics are simply the strategies or activities deployed to enhance positive and beneficial relations among individuals, organisations and the general publics. Public relations strategies are primarily assessed through the development and execution of a public communications campaigns. According to [24], strategic public communication is a planned communication that is deliberately embarked upon, as it has goals and objectives, and a plan in which alternatives (strategies) are considered and decisions are based on the selection of the best alternative within a particular environment that involves both the organisation and the groups

of people who affect it in some way.

Financial Relations: [19] notes that financial relations, as known as investor or shareholder relations, involves creating and maintaining investor confidence and building good relationships with the financial community.

Media Relations: The media relations strategy, as noted by [23] is likely the most visible portion of public relations that an organization conducts because it deals directly with external media.

In-house Publications: This involves preparing, documenting and disseminating printed forms of communication content meant for particular publics, as the case may be. [23] aver that publications are often related to tactics, and some examples of tactics could include, internal memo, news releases, podcasts, brochures, direct mail, photographs, Web sites, press kits, and social media (digital media).

Community Relations: As the name implies, the community relations as a public relations strategy is responsible for establishing and maintaining relationships with an organization's communities.

Corporate Social Responsibility, CSR: The public relations strategy of corporate social responsibility entails that organisations have moral, ethical and philanthropic responsibilities in addition to their responsibilities to earn a fair return for investors and comply with the law. A traditional view of the corporation suggests that its primary (if not sole) responsibility is to its owners or stockholders.

Crisis Management: This involves both planning for and reacting to emergency situations. In cases of crisis, organizations have a need for quick response plans and fast and accurate information and implement in the case of an occurrence of any crisis, [24]. a well laid out crisis management and communication plan will take care of a crisis in a short time.

Government Relations: This has to do with organisations facilitating cordial relations and understanding with the various arms of government particularly the executives and legislatures of the host community. Government relations implies that organisations should extend their hand of fellowship to their host governments by way of supporting them to achieve their set goal of good governance.

Lobbying: As an adjunct to the government relations or public affairs unit of the corporation, an external. Lobbyists normally have expertise with the industry for which they are hired to communicate, and maintain relationships with legislators, press secretaries, and other governmental

officials.

Employee Relations: [22] asserts that the public relations strategy, employee relations, as the name implies, is responsible for maintaining good relationships with employees of an organization.

Research and Data Collection: In an economic terrain, economic growth trends, inflammatory trends, balance of payments, financial and labour institutions, the public relations manager monitors everything. Through research, he collects data in the area of operations. Through this research, s/he keeps watch on transport, communications, electricity, water and housing. These are relevant because the person should have a good knowledge of the area of operations at his/her fingertips.

In essence, the public relations strategy of research and data collection could position public relations personnel in organizations to acquire knowledge of how to deploy appropriate strategies that will create cordial relationships between organizations and their respective publics. To effectively achieve this, [6,28] recommends that formative research in public relations, PR should be the first phase, and the programme should be anchored on the mission or vision of the organisation while simultaneously integrating the interests of key publics.

Corporate Advertising: Although advertising is a separate profession from public relations, it is usually employed as part of a public relations campaign. This public relations strategy or approach, corporate advertising, seeks to create a favourable impression of an organization without trying to 'sell' a product or service.

Review of Empirical Studies

Empirically, [10] *examined using public relations as a management tool in tertiary Institutions in Ghana*. The objective of the study was to examine the extent of practice of public relations as a tool for facilitating the achievement of the objectives of the University of Educational Winneba. Data for the study was collected from a sample of one hundred and fifty (150) respondents sampled from staff of the university.

Findings from the study showed that the University's public relations department was poorly resourced to perform its functions. Furthermore, the study revealed that the public relations position was neither accorded the same status as other senior management positions nor

involved adequately in decision making.

The study however, concluded that the extent which public relations was practiced at the Winneba university was very low thus; achieving the objectives of the University of Educational Winneba will be difficult.

Based on the findings of the study, it was recommended that the public relations unit of the University be adequately resourced and the practitioners adequately empowered.

Also in (26) did a study on This research paper is hinged on the relationship between the management of FCE, Obudu and the students with particular interest on how public relations can mediate in the event of crisis. Crisis, unarguably, is inevitable in every human society. The strategies deployed by FCE, Obudu to create and maintain a cordial relationship and integration is the crux of the study. The survey method of research with the interview and questionnaire as instruments were used to elicit data from 390, respondents made up of staff and students.

The findings, among others, suggest that since communication is the engine room of any organization, more public relations strategies should be employed to enhance a positive image.

The researcher therefore recommends that the Public Relations Department of FCE, Obudu should establish an effective and hands-on approach in propagating good community relations and cooperate social responsibilities, effective communication and also encourage PR staff to undergo refresher courses and, also, more robust strategies should be deployed.

From the standpoint of the findings; the study concludes that, public relations strategies is effective if organizations apply it appropriately using the right human resources. Arising from the findings and conclusions, the study, recommends that there should be a full fledged Public Relations Department for effective management during and after crisis, its objective should be set, and it should establish clear methods of handling crises. The study is relevant to this research because it exposes the fact that it is very possible for Public Relations organisation that operates as a unit to fail in her operation.

Theoretical Framework

This study was credited on the Cognitive Dissonance Theory (CDT). The cognitive dissonance theory was propounded by Leon Festinger in [20], in his book titled "*A Theory of Cognitive Dissonance*". The theory mainly aims at understanding how persuasion works. The cognitive dissonance is an aversive motivational state that occurs when an individual entertains two or contradictory attributes, beliefs, values or behaviors simultaneously.

According to this theory, the goal of persuasion is to induce enough dissonance in listeners that they will change the attitudes, values, beliefs or behaviours towards an intended actions. [3, 20] notes that for cognitive dissonance to work effectively there are three necessary conditions which include: aversive consequence, freedom of choice, and insufficient external justification. First for cognitive dissonance to work, there is a practical need to be a enough aversive consequence, or punishment, for not changing ones attitude, values, beliefs or behaviors.

For example, [3] mentioned that, if your aversive consequence to your audience, for not eating apples is that your audience will not get enough fiber, most people will not be persuaded because the punishment isn't severe enough. Instead, for cognitive dissonance to work the punishment associated with not eating apple needs significant enough to change behaviours, and if you convince your audience that without enough fiber in their diets they are at higher risk of losing the elections or their campaign investment will be lost, they might fear the aversive consequence enough to change their behavior.

The second condition necessary for cognitive dissonance to work is that people must have a freedom of choice. If listeners feel they are being coerced into doing some thing then dissonance will not be aroused. They may alter their behavior in the short term but as soon as the coercion is gone, the original behavior will re-emerge. As a speaker, if you want to increase cognitive dissonance you need to make sure that your audience doesn't feel coerced or manipulated, but rather they can clearly see that they have a choice of whether to be persuaded.

And the final condition necessary for cognitive dissonance to work

has to do with external justifications. External justification refers to the process of identifying reasons outside one's own control to support one's behavior, beliefs, and attitudes. Internal justification occurs when someone voluntarily changes a behavior belief or attitude to reduce cognitive dissonance. When it comes to creating change through persuasion, external justifications are less likely to result in change than internal justifications.

Relevance of the Cognitive Dissonance Theory to the Study

The cognitive dissonance theory has equally become very relevant to this study in the sense that it simply seeks to demonstrate a better understanding of how persuasion works. Thus, the cognitive dissonance theory serves as a guide in spotlighting the factor that arouses much interest and persuades electorates towards participation in campus politics and voting during students' union elections.

3 Research Methodology

The design of a research method is paramount because, if a project's design is flawed by the standards of the paradigm in which the scholar is operating, then the value of the findings will be questionable. Against this backdrop, survey research was adopted as the research design for this study. The population of the study was theoretically all the students of the Benue State University Makurdi. According to information obtained from the Office of the Dean, Students Affairs Division, students' numerical population, as at the 2022/2023 academic session, is 22,928. Survey research method examines and assesses the demographic and psychographic composition of the people. Survey research method utilizes observations, and questionnaire in gathering relevant data. The survey research method adopted for this research study finds relevance to this work since the studied population's feelings, opinions and views regarding the subject matter under study were assessed.

Sample Size Determination

A sample size of 400 shall be used. This is determined based on (18-19) sample size determination formula that can be used where a population size is greater than 10,000 ($<10,000$). Since the population of this study is 22,928 and greater 10,000 ($22,928 > 10,000$), the formula shall be utilized. Below is the formula: $57.32/\sqrt{573.2}$

Taro Yemane sample size formula states:

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

Where:

n (Sample Size) = N (Total Population)

E = Margin of errors allowed.

Substituting the value therefore,

$$\frac{n = 22,928}{1 + 22928 \times (0.05)^2}$$

$$\frac{n = 22928}{57.32}$$

$$n = 400$$

4 Data Presentation and Analysis

Table 1: If respondents were exposed to PR Tactics during the 2020 SU Elections at BSU

Option	Frequency	Percentage (%)
Respondents were exposed to PR Tactics during the 2024 SU Elections at BSU	384	100
Respondents were not exposed to PR Tactics during the 2024 SU Elections at BSU	Nil	Nil
Total	384	100

Source: Field survey, 2024.

to public relations tactics during the 2024 SU electioneering campaigns. This is as affirmed by all the 384 (100%) student respondents sampled for this research.

Table 2: Effectiveness of PR Tactics used during the 2024 SU Elections at BSU

Option	Frequency	Percentage (%)
Informed students on contestants	44	11
Educated people about the time and the respective venues for voting	48	12
Enhanced large participation in the elections	52	14
Enhanced students knowledge of the SU election process and activities	58	15
All of the above	182	47
Total	384	100

Source: Field survey, 2024.

It is implied in Table 2 that public relations tactics were effective during the students' union elections at the Benue State University in that they informed students on contestants, educated people about the time and the respective venues for voting, enhanced large participation in the elections, and students' union election process and activities. This is attested by a majority of 182 (47%) respondents, thus, public relations tactics is more effective in students' electioneering compared to any other tactics seen above.

Table 3: Extent which PR Tactics impacted the 2024 SU Elections at BSU

Option	Frequency	Percentage (%)
Very large	298	77
Large	10	2
Average	Nil	Nil
Minimal	50	13
Very minimal	26	8
Total	384	100

Source: Field survey, 2024.

Table 5 was concerned about the extent which public relations tactics impacted the students' union campaigns at the Benue State University, Makurdi. It was revealed that 298(77%) out of the total respondents attested that the extent to which PR Tactics impacted the 2024 students' union elections at BSU was to a very large extent. By implication, the extent which PR tactics impacted the 2024 students' union elections at BSU was to a very large extent as analysed above.

5 Discussion of Findings

Based on results from the field, it is found that there was high level of students' exposure to public relations, PR tactics during the 2024 students union elections at the Benue State University Makurdi. Through the use of posters, handbills, flexes, etc. was the most public relations tactics/strategic exposed during 2024 students union, at the Benue State University Makurdi. Other tactics/strategies include word-of-mouth, stakeholders' meeting, lobbying, media relations, rallies and social media use. Imperatively, public relations tactics is more effective in students' electioneering compared to any other tactics seen above.

The above findings is in line with the findings of [22, 28], when he concluded that that there will be an uninterrupted series of competitive elections that imbues society with certain democratic qualities such as participation, competition and legitimacy and he further affirmed that this is same with campus politics and elections of students union, SU's in the university and other higher institutions of learning. [2,4], stated that democratizing campus politics and elections demands that the activities are carried upon in legitimate approaches. Public relations that uses management approaches could be deployed in campus politics and students union electioneering campaigns for success.

Results further indicate that public relations tactics impacted the students' union (SU) elections at the Benue State University as they informed students on contestants, educated people about the time and the respective venues for voting, enhanced large participation in the elections, and SU election process and activities. The above conclusion find credence with the findings of [2] as rightly observed, the people have to be mobilized and recruited in order to effectively participate in the electoral process such as the one practiced at universities. This is greatly achievable through apposite provision of electoral education using appropriate tactics of public relations as a communication adjunct.

Consequently, [22] in their study, found that public relations have a

positive, significant and sizeable impacts on voting intentions and awareness. That is, in campus politics and students' union bodies' electioneering campaigns in universities and other higher institutions of learning should deploy public relations tactics or strategies for success.

The study also found out that the extent which PR tactics impacted the 2024 students union elections at BSU was to a very large extent. This is based on the data contained in table 3 above.

From the above, these findings is in line to the findings of [26] on *"Public relations practice and crisis management: A study of the Federal College of education, Obudu"*, when the study mentioned that, crisis management, therefore, is very crucial to the existence and sustainability of the society, organisation and relationships. As humans get involved in business, social and organisational relationships, crisis becomes inevitable. Importantly, the study findings is also in line with the Cognitive Dissonance Theory (CDT) applied in the study. The theory mainly aims at understanding how persuasion works. The cognitive dissonance is an aversive motivational state that occurs when an individual entertains two or contradictory attributes, beliefs, values or behaviors simultaneously. According to this theory, the goal of persuasion is to induce enough dissonance in listeners that they will change the attitudes, values, beliefs or behaviours towards an intended actions. [20, 17] notes that for cognitive dissonance to work effectively there are three necessary conditions which include: aversive consequence, freedom of choice, and insufficient external justification.

6 Conclusion

Based on the major findings of this research project, it is concluded that there was high level of students' exposure to public relations, PR tactics during the 2024 students union (SU) elections at the Benue State University Makurdi. Use of posters, handbills, flexes, etc. was the most public relations tactics/strategic exposed during 2024 students union, SU at the Benue State University Makurdi, making public relations tactics the most effective in students' electioneering compared to any other tactics. The study also concluded that public relations tactics impacted Students' Union (SU) elections at the Benue State University and the extent of public relations impacts during the 2024 students' union campaign at the Benue State University Makurdi was to a very large extent.

Recommendations

Based on the major findings and conclusion reached in this study, the following recommendations are stated hereunder.

- i. Stakeholders, especially students and university management should ensure that there is adequate finance to enable the success of campus politics through public relations practice students' Union elections
- ii. Availability of adequate equipment for effective public relations use. This will enhance effective deployment of public relations tactics that facilitate effectiveness in campus politics and Students' Union elections.
- iii. Appropriate deployment of public relations strategies will be of great effective to the practice of public relations in universities and other institutions of higher learning.
- iv. There should be increased and sustained use of relevant persons who have good knowledge of public relations practice. The use of these persons will considerably enhance the use of public relations for Students Union elections in particular and campus politics, in general.

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