

Public Relations and Advertising in the Context of Peace Building and National Security

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Abstract: *Public relations and advertising are two important tools that are very useful in the modern society. Public relations creates an understanding through effective communication between the organization, its officers and the public while advertising is a communication technique through which information can be disseminated effectively to the public. This study examines Public Relations and advertising in the context of peace building and National Security. The study adopted meta-analysis with the use of available literatures and seminar papers on subject of advertising, public relations, national security and peace building. Findings in this study revealed that effective public relations policies and good advertisement will encourage free flow of information between organizations, companies and the public and they will know the intentions of one another and understand each other well. Also, advertisement and public relations could be used as effective tools to manage crisis through effective dialogue between government and the public as both parties would be well informed and guided properly by adequate information. Advertising provides informational utility by getting information from the advertiser to the public. Thus, it creates awareness to the public on current issues and expose the public to information through advertising. It was therefore recommended that that government, organizations and companies should make effective use of public relations and advertisement in resolving crisis and for peace-building and public relations professionals should be given more profile and portfolio in government as they can serve as agent of peace and equally give adequate advice in managing of crisis and peaceful resolutions among the public.*

Keywords : *Advertising, Public relations, peace building, crisis, national security*

Introduction

Issues related to conflicts, peace and security in the world have generated such a constant international debate in recent decades that other important issues like political, economic or social aspects have been marginalized and obscured. People get involved in many activities with the prime objective to satisfy their basic or primary needs (psychological and safety) and secondary needs (social, esteem and self fulfillment). In the process to achieve these need, crisis always emerge either among people, communities and settlements. Presently, hardly is there any day without news of crisis from the media whether religion, political or industrial crisis. Of a truth, crisis has been with man for centuries. Most times lack of adequate communication and inability to resolve disputes among people often lead to conflicts and crisis. As a result, violent conflicts continue to undermine human security in many countries of the world. It is certain that violent conflicts and insecurity pose a great threat to human development and progress (Institute for Security Studies, 2008).

The Nigerian situation is pathetically entrenched in its colonial past. Chinwokwu (2012) argues that “because the Nigerian nation was built on a faulty foundation of suspicion, intimidation, fear, violence or threat of violence and terrorism, stability, peace and oneness had eluded the country as a nation”. The current trends emanating from the emergence of militia groups, terrorism and religious fundamentalist coupled with suicide bombers have posed great national insecurity and weakened the structure of the country. Kwaja (2009) observed that as far back as pre-independence, Nigeria has been entangled with one kind of conflict or the other. It is important to note that lack of information can, at any stage of a conflict, make people desperate, restless and easy to manipulate. The ability to make informed decisions strengthens societies and fosters economic growth, democratic structures and the positive outlook on the future. For this very reason, this study investigates Public Relations and advertising in the context of peace building and National Security.

Cutlip, Centre and Broom, in their classical book, *Effective Public Relations*, (1994, p.401) defines public relations as “the management function that establishes and maintains mutually beneficial relationships between an organization and the publics on whom its success or failure depends”. This definition clearly underlines the fact that public relations is a two-way process between an organization and its identified publics that is meant to benefit both parties. In other words, mutual understanding requires by definition, two-way communication. Public relations (PR) is the practice of managing the spread of information between the spread of information between an individual or an organization and

the public. Such information includes writing and distributing news releases, photographs and feature articles to the press, compiling press list. Public relations may include maintaining a media information service such as arranging press, radio and television interviews, for management. In addition, editing and producing staff magazines or newspapers and organizing other forms of internal communication such as video-tapes, slide presentations, wall newspaper are part of PR authority. All these, the public relations make sure it gets media coverage for the publics. Public relations practice, utilizes communication skills and strategies, in order to establish and maintain the several positive linkages among human beings, in the context of society to minimize and eliminate the negative attitudes and behavior. Public relations creates an understanding through effective communication between the organization, its officers and the public.

On the other hand, advertising "is a communication technique that involves running a complex persuasive process, for whose realizations are used a number of specific tools, able to cause psychological pressure on the concerned public. The initiator of the advertising communication actions is the sponsor, who in order to achieve communication objectives, wants to send an impersonal message to a well-defined audience regarding the enterprise, its products or services." (Popescu, 2004).

Literature Review

Public Relations

Public relations is a management tool designed to establish support among a firm's various internal and external publics (Thomas and Lane, 1990). Also, Zeithaml, Bitner & Gremler, (2009, p.19) defined public relations as activities that is built around a favorable company's image through publicity, and community events. The major functions of public relations are to create and maintain excellent relations with the organization's internal and external stakeholders, such as persons and private, governmental, and societal entities in general. Public relations can have a strong impact on public awareness at a much lower cost than advertising (Kotler and Armstrong, 2006). The tools used in public relations are press releases, lobbying, product publicity, investor's relations, and development. The CEOs of corporate sustainability efforts can use lobbying to persuade public and/government officials to favor a particular position or decision-making (Price and Ferrell, 2003). In this case, it is promoting the organization's efforts in sustaining and developing the social and physical environment. Modern public relations has evolved to embrace corporate sustainability; corporate sustainability is built around the organizational structure that embraces public relations theories and practices.

Cutlip, Center and Broom (1994, p.47) have identified seven main forms of assistance that PR renders to advertising a consumer product and service companies as;

1. Publicizing news and events related to the launching of new or improved products or services.
2. Promoting establishing products or services to the extent they are news worthy.
3. Creating a favorable image of the "company behind the product"
4. Arranging for public appearances of marketing spokespersons
5. Probing public opinion in market areas
6. Focusing news-media attention on sales conferences and other marketing events.
7. Assisting in programmes concerning consumerism. (Protection of consumers interests).

Cutlip, Center and Broom contend that the goal of consumer relations is to help promote the sale of products and services with novel and news making projects, bit with more attention to truth and accuracy of claims. The emphasis will still shift more to communications projects and vehicles for product-problem alerts and recalls, consumer education in the care and use of products and forms of easy redress for settlement of grievances by private arbitration. Commercial organizations most commonly see the consumer as a priority public, besides today's business environment has witnessed the advent of consumerism and various pressure groups seeking to protect the consumer against business.

Advertising

Advertising is defined as "the paid and media intermediated attempt to convince" (O'Guinn, Thomas, Allen, Chris Semenik, Richard, 2003). Also, Arens (2002, p.7) opined that advertising is "a form of structured and impersonal communication, composed from information, usually persuasive in nature, regarding the products, in the broad sense, paid by an identifiable sponsor and transmitted through various media"

Features of Advertising:

Advertising has the following features:

1. Primarily, advertising is a form of impersonal communication, the associated messaging being transmitted by means of extremely large addressable media (the mass media). Impersonal nature of it is given in the opinion of the some authors by the lack of immediate feedback from the receivers (Belch and Belch, 2002, p.60).
2. Advertising is persuasive in nature. The goal of those using advertising is to persuade the public to adopt a product, service, idea, etc.
3. Advertising is paid by a sponsor. In the opinion of some authors this feature is even a condition which clearly distinguishes advertising from other forms of marketing communication. Publicity, for example, does not fall under the definitions above (O'Guinn et al, 2003).
4. The subject of this form of marketing communication consists of both tangible and intangible products (services, ideas).

Corporate Advertising

Corporate advertising is advertising whose objectives are to make favorable known the organisation behind the product or services, not the product or service itself. Corporate advertising is used to promote the business or financial interest of the organisation. Such advertising features information about the organization and its functions so that people will have more confidence in it and in the products or services it provides.

To be classified as corporate advertising, an advertisement must meet one of more of the following qualifications:

1. It must educate inform or impress the public regarding the organisation's policies functions, facilities, objectives, ideals and standards.
2. It must build favorable opinion about the organisation by stressing the competence of the organisation's management, its scientific knowledge, manufacturing skills, technological break through and product improvements and contribution to social advancement and public welfare, and on the other hand, must offset unfavorable publicity and negative attitudes.
3. It must sell the company as a good place to work.

Types of Corporate Advertising

Jefkins (1977) has identified five types of corporate advertising as:

1. Prestige or institutional: is used for image building putting across the merits and achievement of the company in a pungent and positive way.
2. Advocacy or issue; is more often propaganda, presenting a case for a business or stating its opposition in relation to a political or social issue. It may be used to defend or state the organisation's own side of the story.
3. Diversification and take-over: is used to show the true breath of a company's activities and operations, or directed at the investor market. It may also be used to announce mergers and take-overs.
4. Crisis advertising: when crisis strikes urgent advertising may be necessary.
5. Financial advertising: announcing share issues, going to the stock market or annual report and annual general meetings.

6. Another types of corporate advertising listed by Richard Stanley are: Patronage, Public Relations, and Public Service Corporate advertising.

Components of Public Relations

Public relations is a very complex activity, with different areas of specialization. Daramola (2003) has identified such areas to include:

Employees Relations: Building better relationships between employees and management, especially in complex organizations where the lines of communication between management and workers become stressful as the workforce of a company expands.

Industrial Relations: Providing advice to management to improve mutually beneficial relations between a company and other businesses within the same industry and related ones and in the areas of suppliers, distributors, competitors and labour unions.

Community Relations: Planned activity to create a relationship of good neighbourliness between an organization and other companies as well as groups within the community in which it is located.

Customer Relations: Involves developing better relations with the massive consuming public and sustaining the goodwill of customers in particular and consumes in general.

Financial Relations: This involves improving understanding through better communication with shareholders stockbrokers, stock exchange market, fund managers, investors, banks and insurance agencies.

Press Relations: This involves working with the members of the press to maximize the free publicity that can be obtained for a newsworthy corporate event so as to create public knowledge and understanding and respond to press enquiries as it relates to their organization.

Government Relations: Lobbying government agencies such as the legislature and regulatory agency on behalf of the organization.

Special Events: This is used to stimulate interest in a product, person or organization through activities designed to interact with public through staged events.

Counselling: Advising organizations about how to understand and mobilize the public as well as interpret themselves. This will reduce criticisms and hostility from the press and pressure groups in society.

Public Relations and Advertising

Public Relations (PR) and advertising are essentially corporate functions but PR is not the same thing as marketing. PR is used both in the commercial and non-commercial organizations. PR is not a marketing strategy as advertising is but PR is involved in all marketing decision made by any organization. Public Relations starts from innovation stage of any product. PR can be used in advertising any product since the product of any company is meant for a specific market. PR can help in educating such a market. Marketing of a product will fail if the market is not educated, if people do not know how to use the product. That is why PR helps to create a product image for the product and equally a corporate identity for the company marketing or producing the product.

While advertising makes the product known, PR is to build an image for the products. PR can be used in promoting the product. Nobody will buy a bad product twice and part of making the product good and acceptable is the work of the public relations officer. Advertising is basically commercial; advertising is paid for communicating to get publicity for the product or services. PR is not paid for in order to get publicity. Advertising therefore is a marketing tool and a means of achieving communication. Advertising helps to introduce a new product, to sustain an established product and to create flow of traffic for a retail outlet, to secure sales leads, demarcate a service and to promote a public cause. A public relations professional uses advertising for corporate institutional purpose. He uses the expertise of the advertising agency for copy writing purposes and for media placement.

Concept of Peace-building

The term 'peace building' was coined by Johan Galtung in 1975 with the publication of 'Three Approaches to Peace: Peacekeeping, peacemaking, and peace building'. Galtung developed many of the core concepts that continue to be applied in peace building work and definitions today, including in the UN's 2007 definition. Core concepts from Galtung's work include: negative peace, positive peace, structural violence, root causes of conflict and sustainable peace. For Galtung, peace building involves addressing and removing the root causes of violence the structural and (a later addition to his work) the cultural violence – that feeds into and enables direct violence. The goal of peace building is positive, sustainable peace. In Galtung's words "... structures must be found that remove causes of wars and offer alternatives to war in situations where wars might occur" (1976). Galtung also emphasizes the importance of

local knowledge, ownership and participation in peace building.

Lederach (1997) wrote that peace building is understood as a comprehensive concept that encompasses, generates and sustains the full array of processes, approaches, and stages needed to transform conflict toward more sustainable, peaceful relationships. The term thus involves a wide range of activities that both precede and follow formal peace accords. Metaphorically, peace is seen not merely as a stage in time or a condition. It is a dynamic social construct.

In 2007, the Secretary-General's Policy Committee provided a "conceptual basis for peace building to inform UN practice, stating that "Peace building involves a range of measures targeted to reduce the risk of lapsing or relapsing into conflict by strengthening national capacities at all levels for conflict management, and to lay the foundations for sustainable peace and development.

Peace building is an intervention that is designed to prevent the start or resumption of violent conflict by creating a sustainable peace. Peace building activities address the root causes or potential causes of violence, create a societal expectation for peaceful conflict resolution and stabilize society politically and socioeconomically. Peace building includes a wide range of efforts by diverse actors in government and civil society at the community, national and international levels to address the root causes of violence and ensure civilians have freedom from fear (negative peace), freedom from want (positive peace) and freedom from humiliation before, during, and after violent conflict. The tasks included in peace building vary depending on the situation and the agent of peace building. Successful peace building activities create an environment supportive of self-sustaining, durable peace; reconcile opponents; prevent conflict from restarting; integrate civil society; create rule of law mechanisms; and address underlying structural and societal issues. Researchers and practitioners also increasingly find that peace building is most effective and durable when it relies upon local conceptions of peace and the underlying dynamics which foster or enable conflict (Coning, 2013).

Concept of National Security

According to the United Nations Development Programme (UNDP, 1994) human security may be defined to include such chronic threats as hunger disease and repression. Security means protection from hidden and hurtful disruptions in the patterns of daily life in homes, offices or communities. Security may also be defined as the state of being or making safe secure from danger, etc. Security may also be defined as protection against something that might happen in the future or as the activities involved in protecting a country, a building or persons against threats danger, etc., (Wehmeier and Ashby, 2002).

Edem (2010) defined security as assurance of the future wellbeing and freedom from threat. National security is a collection of precautions, resources and institutions built to secure a sovereign state. Providing national security for the lives and properties within a sovereign state is a vital social contract between the masses, the government and the state.

Essentially, security must be related to the presence of peace, safety, happiness and the protection of human and physical resources or the absence of crisis, threats to human injury among others. The presence of peace could facilitate progress. National security is a concept that a government, along with its parliaments, should protect the state and its citizens against all kind of "national" crises through a variety of power projections, such as political power, diplomacy, economic power, military might, and so on.

May (1994) argue that the term 'national security' came into use in the twentieth century, particularly after the World War II. Braithwaite (1988) wrote that the tranquility and well being of a society are the pre-conditions for security, which naturally promotes human capital building. Traditionally, national security is perceived as all the activities of

the state, aimed to protect herself from external threat. Edem (2010) argued that national security should ideally be defined as the ability of a state to successfully pursue her national interest, being able to protect the values of the state and being able to maintain the same. Both the national interest of a state and protection as well as the maintenance of her national values becomes dynamic and meaningful, if it results to extra-ordinary human capital development and progressive national development.

Okpaga (2007) argues that what has now become a rather conventional perspective of national security question centring on the military has equally received academic wash-down from another school of thought who believes that the military perspective of national security is an all inclusive paradigm for political analysis, is grossly incompatible with emerging reality.

National security borders on incidence that endangers human existence or welfare. For a nation like Nigeria, national security means the protection of the lives, rights, dignity and property of its citizens. It also means the protection of its resources, cultural integrity, territory, sovereignty and lawful institutions of the country. The aim of national security is to secure the just and equitable living conditions for all the citizens of the country. But the leadership of the country has failed in this respect. Security includes the means at the disposal of the government for protecting the state and its citizens from external aggression and internal insurrection. The state exists for the interest of defense, public safety, public morality etc. The freedom of expression and the press is an aspect of national security and it is necessary for a true democracy.

The Media and National Security

Nigeria's national security means the protection of its resources, territory, sovereignty and lawful institutions of the country. The aim of national security is to secure the just and equitable living conditions of the country. Former President of Nigeria, Chief Olusegun Obasanjo in appreciation of the need for closer co-operation and collaboration among the various security agencies and all other components that make up the Nigerian society stated in March 2001, that:

"The concept of national security shall be the aggregation of the security interest of the individuals, communities, ethnic groups, political entities and institutions which inhabit the territory of our great country, Nigeria".

The President went further to identify the primary objectives of national security as:

"To strengthen the Federal Republic of Nigeria, to advance her interest and objectives, to contain instability, control crime, Eliminate corruption, enhance genuine development progress and growth, improve the welfare and wellbeing and quality of life of every citizen". (Wali 2003)

The media is a principal player in the arena of national security. National security has been greatly threatened since independence. When Nigeria attained independence in 1960, the mass media orientation shifted towards reinforcing tribal and sectional loyalties in preference to national unity, identity and integration. The media became parochial in their content. They dedicate themselves to the articulation of particular ethnic interest (Udoudo and Asak 2008). Press reports during the period of independence greatly heightened tension, which created suspicion among the citizenry and almost led to the disintegration of the corporate existence of the country. Udoudo and Asak (2008) noted that the news media seemed to have abandoned their core duty of truthfully reporting events, activities and personalities. Instead they joined the fray, individual taking sides either in favour or against the government in power. As a result of the threat to Nigeria's internal security nominal strength of the Nigerian Police Force (NPF) has continued to increase from 13,500 in 1961 to 84,955 in 1978 and to 200,000 in 1980 (Ugbegili, 2008). Security is part of public interest and a mass media professional must have a genuine interest in people. The primary focus of a mass media is on issues that benefit the general public and uphold fairness, justice, national unity and international co-operation (Akinfeleye, 2003). The function of the press in any given society includes surveillance of the environment, correlation of the component of society in responding to the environment and transmission of the social heritage (Wali, 2003). The media functions as watchdog capable of blowing the whistle to call attention to serious national issues. This implies a clear recognition of the fact that the media plays an important role on issues of national security. The power of the media to decide what the people should read, see or hear has never been in doubt. What has been in the centre of controversy is the capacity of those in whose hands reside such enormous powers to use that power judiciously and in public interest. Media professionals have the options to use the power of media instruments in their hands either to serve the nation or indulge in self-propelled interest. The media ought to be objective as it carries out its functions. Mainly because of its social role in informing and educating the masses the Nigerian press is always

made to be seen at the centre of any national crisis. This has caused the Nigerian media to be reduced overtime to mere tools in the hands of the governing class to legitimize and perpetuate their illegitimate rule. The political class has found it easy to impose its will on the media because of the challenges that media practitioners had to face in the course of discharging their duties. Such challenges include poor remunerations, poor conditions of service, job insecurity, nepotism, exposure to hazards, inadequate facilities for research and development and so on (Ofuafor 2008). The traditional role of the media in any society is to inform, educate, entertain, publicize and perhaps most importantly, correct the excesses of society. But unfortunately the Nigerian media has not lived up to expectation in keeping to the path of honour. The media has not lived above nepotism, bribery or monetary inducement and blackmail. The media has in some cases fallen under the influence of king makers, quota system, ethnic bias, religious bigotry etc. The media has over the years been colored, shaped or influenced by emotions, sentiments and other extraneous forces at work. This has made it difficult for the media to truly float its own programme and agenda.

In recent times the Nigerian media tended to pose inherent dangers to national security in connection with politics, religion, ethnicity, power and revenue sharing which are crucial to a stable and enduring democracy.

There are some key issues relating to sound security coverage that the media need to be aware of. They include the following: security as a public good, comprehensive approach to security sector transformation, coherent external interventions, commitment of national leadership to a reform process, local ownership and capacity, confidence building measures and importance of a long-term perspective, to mention just a few.

Also to be covered are security sector and security community. The totality of the actors that affect the security of the state and its population constitutes the “security community”. The official actors within the security community comprise the “security sector”.

Security sector can be divided into 3 main groupings:

1. Organizations authorized to use force;
2. Civil management and oversight bodies;
3. Justice and law enforcement institutions.

Non-statutory security force institutions and non-statutory civil society bodies are non-statutory groups of actors that affect the ability of the state to create a safe and secure environment and thus they are part of the security community.

1. Organizations authorized to use force- armed forces; police, paramilitary forces; gendarmeries; intelligence services (including both military and civilian agencies); secret services; coast guards; border guards; customs authorities; reserve or local security units (civil defense forces, national guards, presidential guards, militias, etc.).
2. Civil management and oversight bodies- the President, Prime ministers; national security advisory bodies; legislature and legislative select committees, ministries of defense, internal affairs, foreign affairs; customary and traditional authorities, financial management bodies (finance ministries, budget offices, financial audit and planning units); and statutory civil society organizations (civilian review boards and public complaints commissions).
3. Justice and law enforcement institutions- judiciary; justice ministries; prisons; criminal investigation and prosecution services; human rights commissions and ombudsmen; correctional services; customary and traditional justice systems.

Impact of Advertising and Public Relations on National Security and Peace-building

It is important to note that the purpose of public relations is to influence public opinion towards building goodwill and a positive reputation for the organisation and or nation. For example, the PR effort might be to rally public support; to another, to obtain public understanding or neutrality, or in still another, simply to respond to inquiries, well-expected public relations is a long term activity that molds good relationships between an organisation and its publics. Crisis threatens the high priority values of a nation or organisation, presents a restricted amount of time in which a response can be made and is unexpected or unanticipated by the organisation or nation. A crisis need not be a disaster such as crashed aeroplane or an explosion in a factory. The fact is that most threats to company

stability are rarely so dramatic. To this end therefore, these threats can have disastrous effects on a company but the effects may be minimized. For quite sometime, Nigeria has been entangled in different shades of violence like bombings, maimings, killings, kidnapping, corruption, etc. These are, of course, threatening the national stability and security of our nation. One of the greatest problems in Nigeria is that there is no longer 'trust' among the people and ethnic groups. In other words, people of different ethnic groups no longer trust one another and consequently look suspicious at each other. This brought tribalism, nepotism, godfatherism, injustice, etc, to the highest level and things continue to fall apart and the centre can no longer hold because Nigerians want to relate with people of their ethnic groups rather than from people of other ethnic groups. Militant groups in Niger-Delta region of the country have had several bloody clashes with one another or with security agents and even with the members of the public at various times. Lately, Boko Haram sects have caused havoc through killings, maimings, bombings, etc, of innocent souls and even trying to make the country ungovernable.

The return of peace and unity in the country depends on the implementation of effective information flow and creation of mutual understanding among the people which in turn will definitely establish and sustain mutual co-existence among different groups in the country. In order to effectively achieve this, there is need for professional public relations practitioners to assist in the management of crises in the country. If PR professionals are assembled and given the needed support to implement necessary PR policies, within a very short space of time, Nigeria will heave a sigh of big relief. This is because the Institute of Public Relations, London in 1964 defined "Public relations as the deliberate planned and sustained effort to establish and maintain mutual understanding between an organization and its publics.

According to Ajala (2001), "A corporation may operate in a completely legal, technically sound and financially efficient manner, yet find itself viewed by segments of the public as cold, greedy and heedless of cherished social values" As a result, the public relations practitioner's job is to see that this does not happen.

Theoretical Framework

Systems Theory

The systems theory of communication is one of the most critical for a public relations practitioner to understand if they want to meet the goals of their organization. In general, systems theory states that all things can be evaluated as part of a larger whole. This applies to communications and public relations in the sense that a public relations professional must evaluate their organization as just one piece of a puzzle that is interdependent on their many stakeholders and their constituents in the community for success. Systems theory has a history in many other disciplines, but it is worthwhile to examine the history of systems theory as it applies to communications, and which crucial pieces of the theory helps public relations be successful within an organization. Systems theory was proposed first by Ludwing Von Bertalanffy, and later developed further by Ross Ashby in the 1950's. Bertalanffy was a biologist hailing from Austria, and his development of systems theory encompassed much more than just communications. Bertalanffy suggested that studying entities as systems that are related to one another and affect one another could help better understand the function of a specific system (Drack, 2008). One of the most important concepts from systems theory is the emphasis on self-correcting systems. That is, when an entity receives feedback, it will correct the next cycle of activity it performs in regard to that feedback. This concept can be easily related to public relations when keeping in mind the rest of the theory that an organization must be evaluated as one part of an interdependent whole. For example, if a public relations team launches a campaign meant to further the goals of its organization, it must consider how its stakeholders, the intended audience and the media will perceive the campaign. This theory has been used in a number of different instances in public relations. One particular area of public relations where this self-correcting feedback loop becomes extremely important is in recovery from a crisis (Rhee, 2004). One specific crisis that is an exemplary model for correcting and improving the actions of an organization to better fit the needs of the system it resides in is the Tylenol arsenic poisoning crisis of 1982. Seven Chicago residents were reported dead after purchasing and taking extra strength Tylenol, and it was later discovered that the bottles of Tylenol they had bought had been tampered with to add cyanide, a deadly chemical (Stewart and Paine, 2011). This incident had the power to completely destroy the reputation of Johnson and Johnson, Tylenol's parent company, and had to be handled with great care. The only way to achieve success in this situation was to think about the role of the company within a larger societal setting, and listen to the concerns being voiced by the stakeholders and the publics. The crisis management team responded nearly perfectly using the principles of systems theory. The three most important steps that Johnson and Johnson took while examining how to respond to the crisis were identifying the ethical issues and points of conflict, identifying the most relevant affected parties, and identifying

the relevant community standards that should guide a decision made by a person of integrity (Stewart and Paine, 2011). Considering these points before creating a response shows that the public relations team was fully aware that they were in a fragile interdependent network. Johnson and Johnson called for an immediate recall of Tylenol that cost over \$100 million, even though it was well known that the company itself was not responsible for the poisoning (Stewart and Paine, 2011). Though the recall was extremely costly, the overall benefits outweighed the initial monetary cost. Johnson and Johnson solidified their image as a company who cares about the safety of its consumers first and foremost. By using the self correcting feedback loop and considering what the public thought was the most important factor in resolving the crisis, Johnson and Johnson was able to ensure success in recovery from the crisis (Rhee, 2004). If Johnson and Johnson had not practiced the principles of systems theory when resolving their crisis and had not considered their organization as part of a larger societal whole, it may not have put itself in the place of its public and decided to take a large financial hit in order to return to the good graces of its customers (Stewart and Paine, 2011). Systems theory, when applied in public relations, can enhance the results of any output from a public relations team. Systems theory demands public relations professionals to examine their organization as one part of a larger whole that is interdependent on its stakeholders and public for success. When using this method, public relations teams can tailor their actions to satisfy the wants and needs of the system in which they reside.

Theory of Hierarchy of Advertising Effects

The hierarchy of effects model was developed by Lavidge and Steiner (1961) showing the process by which advertising works. It assumes that 'a consumer passes through a series of steps in sequential order from initial awareness of a product or service to actual purchase' (Belch and Belch, 2009). The model postulates six steps a buyer moves through when making a purchase which are: awareness, knowledge liking, preference, conviction and purchase. Consumers change their minds about a product, then they change their attitude, and then they act. In other words, the process begins with cognition, which translates to affect, which then translates to behaviour. In terms of the hierarchy of advertising effects model, its basic premise is that advertising effects occur over a period of time (Lavidge and Steiner, 1961) and 'advertising communication may not lead to immediate behavioral response or purchase; rather, a series of effects must occur, with each step fulfilled before the consumer can move to the next stage in the hierarchy' (Belch and Belch, 2009).

The traditional hierarchy framework asserts that consumers respond to advertising messages in a very ordered way. Primarily, the hierarchy of effects is fragile, rewarding the relation of any consumer to any particular brand. The model implies an immutable connection between a brand's advertising and the prospective customer. Also, the hierarchy models of advertising effects are based on a suspected model of human thought processes. Advertising is regarded as a distinct stimulus that ultimately leads through a rigid series of stages or steps to the eventual response of a consumer brand selection or purchase. The hierarchy models suggest that all advertisements affect consumers in the same ways, since the nature of hierarchy models of advertising effects is that every advertisement works in exactly the same way as every other advertisement.

Structural Conflict Theory

The central argument of the structural conflict theory is that conflict is built into the particular ways societies are structured and organized. The theory sees in compatible interests base on competition for resources which in most cases on assumed to be scarce, as being responsible for social crisis. According to Collier (2003), the theory focuses on social problem like political and exclusion, injustice, poverty, diseases, exploitation inequity, oppression as sources of crisis. Thus, the structuralist maintain that crisis occur because of the exploitative and unjust nature of human societies and domination on one class by another (Ademola, 2007).

The emphasis of structural theory is thus, on how the competing interests of groups tie crisis directing into the social, economic and strength of social net-works within and between ethnic group.

Khotari (1979) opined that the control and use of natural resource lies at the heart of the deepening crisis in the world into today and crisis have separated deficiencies with concentrative of poverty and scarcity, unemployment and deprivation in one large sector of main and over abundance and over production and other smaller section.

Methodology

The research relies more on meta-analysis with the use of available literatures and seminar papers on the subject Public Relations and Advertising in the context of peace building and National Security.

Discussion and Conclusion

The study examined the Public Relations and Advertising in the context of peace building and National Security. The study reveals that effective public relations policies and good advertisement will encourage free flow of information among the various ethnic groups and as such each group will know the intentions of one another. In this connection, there will be trust and cordial relationship among them. When there is two-way communication between the government and the public there will always be peace. In other words, government policies and the reasons behind such policies will be known to the public. The response of the relevant publics to government policies will also get to the government. Advertisement and public relations could be as effective to manage crisis through effective dialogue between government and the public are well informed and guided properly by adequate information. Advertising provides informational utility by getting information from the advertiser to the public. Thus, it creates awareness to the public on current issues and expose the public to information through advertising. Thus, the public is properly guided. Advertising provides a platform through which an organization or company can communicate to the public. For example, the government can create adverts on the need of the public to be security conscious, be sensitive to strangers in their community and report suspects to the police and various security outfit. Also, advertising mirrors the society. This is by way of reinforcing the norms and values of the people, because advertising can only be meaningful if it utilises the inherent characters in the people's culture or acts within a cultural context. For example, today, advertising makes use of folklores and also explores important aspects of people's culture.

Recommendation

Based on the findings of this study, it is recommended that government, organizations and companies should make effective use of public relations and advertisement in resolving crisis and for peace-building. Also, public relations professionals should be given more profile and portfolio in government as they can serve as agent of peace and equally give adequate advice in managing of crisis and peaceful resolutions among the public.

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