

**CORPORATE COMMUNICATION AND NEW MEDIA USAGE IN
SELECTED UNIVERSITIES IN SOUTH-WEST NIGERIA**

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FEBRUARY, 2021

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SELECTED UNIVERSITIES IN SOUTH-WEST NIGERIA**

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**A THESIS SUBMITTED TO THE SCHOOL OF POSTGRADUATE STUDIES IN
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THE DEPARTMENT OF MASS COMMUNICATION, COLLEGE OF MANAGEMENT
AND SOCIAL SCIENCES, COVENANT UNIVERSITY, OTA.**

FEBRUARY, 2021

ACCEPTANCE

This is to attest that this thesis is accepted in partial fulfilment of the requirements for the award of the degree of the Doctor of Philosophy (Ph.D) in Public Relations in the Department of Mass Communication, College of Management and Social Sciences, Covenant University, Ota, Nigeria.

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DECLARATION

I, **EKANEM, THELMA EDEDET (05BF02405)** declare that this research was carried out by me under the supervision of Prof. Rotimi W. Olatunji, of the Department of Public Relations and Advertising, School of Communication, Lagos State University, Lagos State, Nigeria and Dr. Lanre O. Amodu of the Department of Mass Communication, College of Management and Social Sciences, Covenant University, Ota, Ogun State, Nigeria. I attest that the thesis has not been presented either wholly or partially for the award of any degree elsewhere. All sources of data and scholarly information used in this thesis are duly acknowledged.

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Signature and Date

CERTIFICATION

We certify that this thesis titled “**Corporate Communication and New Media Usage in Selected Universities in South-West Nigeria**” is original research carried out by **EKANEM, THELMA EDEDET (05BF02405)** in the Department of Mass Communication, College of Management and Social Sciences, Covenant University, Ota, Ogun State, Nigeria under the supervision of Prof. Rotimi W. Olatunji and Dr. Lanre O. Amodu. We examined and found this work acceptable as part of the requirements for the award of Doctor of Philosophy (Ph.D) degree in Mass Communication.

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DEDICATION

Not unto us, O Lord, but unto thy name, I give all the glory. I express sincere gratitude to my Lord and Saviour, Jesus Christ, who made this possible. For the wisdom, knowledge, favour, help, grace and strength throughout the process. To Him alone be all the glory.

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LIST OF ABBREVIATIONS

AVPICT	Assistant Vice-President, Information and Communication Technology
AVPFA	Vice-President, Financial Administration
CCU	Corporate Communication Unit
CIPPR	Centre for Information, Press and Public Relations
ECC	External Corporate Communication
FUNAAB	Federal University of Agriculture, Abeokuta
GST	General System
ICC	Internal Corporate Communication
IMC	Integrated Marketing Communication
ITEM	Information Technology and Media Services
LASU	Lagos State University
MAC	Mass Communication Departments
MPR	Marketing Public Relations
NIPR	Nigerian Institute of Public Relations
NUC	National University Commission
PAD	Public Affairs Directorate
PRO	Public Relations Officer
PRSA	Public Relations Society of America
SCOPU	Standing Committee on the establishment of Private Universities
SVPMS	Senior Vice-President, Management Services
UCI	University College, Ibadan
UI	University of Ibadan
UNESCO	United Nations Educational, Scientific and Cultural Organisation

ABSTRACT

Corporate communication is an essential tool for organisational management and employed by universities to engage both the internal and external publics. The emergence of the new media has reshaped communication channels and modified strategies for information gathering, processing, dissemination and utilisation. This has however created tension between stakeholders in universities. Therefore, this study sought to identify the dominant organisational structure of corporate communication units in universities; investigate the extent of involvement of corporate communication officers in strategic planning processes of administration and corporate events in universities; and the extent to which new media are utilised by corporate communication units in selected universities in South-West, Nigeria. The study adopted Systems theory, Technological Determinism model and Uses and Gratification theory as explanatory tools. The descriptive survey research design was adopted, involving the use of questionnaire and interview research instruments. The sample size of 415 respondents was selected from six universities in Lagos, Ogun and Oyo States. The sample was made up of 150 respondents who were employees in the corporate communication units and academic staff in Departments of Mass Communication and 265 students in Mass Communication Departments of the selected universities. The purposive and simple random sampling techniques were adopted. Interviews were also conducted with the heads of corporate communication units and Mass Communication Departments. The study found that the organisational structure of corporate communication units in the selected universities varied from simple to complex organograms. Each university's corporate communication unit was structured and operated based on the communication needs of each of the university. Corporate communication officers were not fully involved in the strategic planning processes of university administration because they were not incorporated into university management; however, corporate communication officers organised, coordinated and served more in corporate events and protocol management functions. Moreover, the study revealed that although selected universities combined both the traditional and new media to enhance communication processes, new media technologies, particularly, the social media were also utilised by universities with *WhatsApp*, *Facebook*, *Instagram*, and *Twitter* as the dominant platforms. The result of the tested hypothesis revealed the R-value as 0.769, which suggests that the functionality of internal communication significantly influences employees' level of satisfaction with the new media usage in selected universities. Thus, the alternate hypothesis (H_a) was accepted. The study, therefore, proposes a uniform organisational structure for corporate communication divisions in universities in Nigeria and the need for university management to invest more in corporate communication to align with global best practices in the field. Finally, the study recommends that all stakeholders in communication management in universities should join hands in formulating policies, structure, and functions that will help to improve corporate communication practice in the appropriate units in universities.

Keywords: Corporate Communication, Corporate Communication Units, New Media, Public Relations, Universities