A Perspective of Public Relations in the Quest to Eliminate Corruption by the Nigeria Police

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ABSTRACT
This study examined a perspective of public relations in the quest to eliminate corruption by the Nigeria Police. To achieve the purpose of this study, the researcher formulated four (4) objectives of the study and four (4) research questions. The research design used for this study is the descriptive survey design. The population of the study comprises all the Police Officers serving in Rivers State Command with a total population size of fifteen thousand, three hundred (15,300) Police Officers. The researcher used purposive sampling technique with a sample size of three hundred and seventy five (375) Police Officers. The instrument used for this study is structured questionnaire. The dissertation supervisor and two (2) other senior lecturers in the department were used to validate the instrument. To ensure the reliability of the instrument, test re-test method was used and Pearson Product Moment Correlation was used to obtain the reliability coefficient value of 0.85. The researcher administered the instrument directly to the respondents. To analyse the data collected, frequency table and weighted mean score were used. Based on the analyses, the study revealed that there is high level of awareness given to the fight against corruption by the public relations department of the Nigeria Police. The findings also showed that there is no sign of sincerity by the Public Relations Department of the Nigeria Police on the elimination of corruption. The study still indicates that elimination of corruption could not be achieved by the Public Relations Department of the Nigeria Police because the Police organisation is also corrupt. However, the researcher recommends that: There is need for training and retraining of the Public Relation Officers of the Nigeria Police. Nigeria Police should ensure that all their Public Relations Department are proactive and result oriented in the elimination of corruption, government and police management should organize workshops and conferences to orient the general public on the elimination of corruption and the politicians, public office holders and Police Officers who found corrupt should be dealt with.

Keywords: Perspective, Public Relations, Quest, Eliminate, Corruption, Police, Corruption, proactive

INTRODUCTION
One of the functions of the Nigeria Police is the elimination of corruption especially in a developing country like Nigeria where the onus is on the Police to bring corrupt individuals or persons to book. The Nigeria Police as a social institution created to serve members of the public cannot carry out this fight against corruption without the application of effective Public Relations. Thus, the present-day Nigeria Police is an integration of different paramilitary forces created in different parts of Nigeria by the British colonial administration, for the maintenance of law and order, protection of lives and property and British sensitive installations and paramilitary duties (Obiandu, 2007).
According to Obilade (1979), these forces were the Lagos Consular Guard from freed slaves in 1861, Hausa Constabulary of 1879 and Lagos Force formed in 1896. Others were the Royal Niger Constabulary formed in 1888 for Northern Nigeria and the 1896 Niger Coast Constabulary for the present day Rivers, Edo, Bayelsa, Akwa-Ibom and Cross River State. All these forces came together in 1930 to form the Nigeria Police Force with the main function of protecting British interest. The force was used as an occupational force against any opposition to British colonial interest. The only attempt made by the colonial government at enhancing Police image was in 1953 when an officer was appointed to liaise between the force and the press and to supply the Federal Information Service with materials for press release and future articles on Police activities. According to Arakwe (2013), after independence in 1960, the parliament passed an Act which defined the duties and responsibilities of the Nigeria Police. The Nigeria Police as a civil force is responsible for the protection of lives and property; the prevention and detection of corrupt individuals or organizations and ensuring that they are brought to book. Apart from crime prevention, the fight against corruption is one of the responsibilities of the Nigeria Police. In addition, the Nigeria Police is charged with the responsibilities for the control and direction of road traffic including investigation of accident cases, inspection and licensing of personal and prohibited firearms, the protection and security of all, and commercially owned firearms and explosives. They are also involved in crisis management in form of response to natural disasters, communal clashes, railway derailment or plane crash.

The force is liable to perform such paramilitary duties within and outside Nigeria as may be required of it by the President of the Federal Republic of Nigeria. With the affairs of the country in the hands of the people, there was a deliberate policy on the part of the new rulers to charge the Police in the fight against corruption. By all accounts, the fight against corruption in Nigeria has over the years been daunting and contentious. Observers insist that this behaviour is rational considering the rate of increase in the incidence of corruption in the country. According to them, the outcome of the commissions of inquiries on alleged corrupt practices involving public officers between late 1950s and early 1960s, confirmed the long standing history of corrupt practices in the country (Jaja, 2013).

Although political economists agree that it is difficult to estimate how much Nigeria has lost to corruption since independence in 1960, the Economist of London notes that Nigeria lost close to 400 million dollars to corruption between 1966 and 1999. However, available records reveal that successive administrations since independence have put in place measures and mechanisms to fight the menace. These measures include the establishment of commissions of inquiry into allegations of corruption, trial of suspected corrupt Nigerians, strengthening of anti-corruption units of the Nigeria Police Force and the establishment of special anti-corruption and commissions, among others (Jaja, 2013). According to Krautz (1988), in 1962, available records revealed that a commission of inquiry, popularly known as the Justice Coker Commission, uncovered the diversion of millions of pounds belonging to the Western Region Marketing Board. The records also revealed similar official inquiries that discovered widespread corrupt practices in the Eastern Region. In a renewed fight against corruption, more than 51 public office holders were convicted of embezzlement and other related offences by a military tribunal in 1983. Besides, the federal government says that it is collaborating with the World Bank to recover money stashed in some commercial banks in a foreign country by past heads of state (Martson, 1990).

To strengthen the various measures put in place to rid the country of corruption and other social vices, the administration of former President Olusegun Obasanjo established two special anti-graft bodies – the Independent Corrupt Practices and other related offences Commission (ICPC) and the Economic and Financial Crimes Commission (EFCC) in 2000 and 2004 respectively (EFCC Annual Report, 2015). Pundits, however, insist that the measures and the establishments of these anti-graft organs have not yielded the desired results, thereby casting doubt on the
capabilities of such institutions to effectively stem the menace. Statistics from the EFCC reveal that the body has convicted more than 100 suspects while it has also recovered property worth N11billion from corrupt Nigerians since the establishment of the commission. The statistics also reveal that a serving Inspector – General of Police and former governors, among others, were among the convicts. According to Reddi (2009), the Public Relations Department of Nigeria Police has made cumulative efforts in the fight against corruption. Reddi (2009) opines that it is part of the function of the Public Relations Department to ensure that an organization maintains a mutual understanding and builds a favourable image with both the external and internal public(s) especially in a developing nation like Nigeria. According to Taylor (2007), the Nigeria Police Public Relations Department plays a major role in boosting enrolment rankings and publicity hence it is vital for them to understand and use best practices in crime control. It is in view of the foregoing that the study sets out to ascertain the Nigeria Police and the fight against corruption in a Public Relations perspective.

Statement of the Problem
Corruption is an ugly monster which has been very difficult to totally eradicate in Nigeria. Among the comity of nations, Nigeria is treated with disrespect because of corruption. Our politicians and public office holders are not totally free from the tentacles of this monster. To checkmate this ugly and unpleasant development, the Nigeria police were saddled with onerous task of arresting and prosecuting public office holders found guilty of corruption. Although the Nigeria Police are responsible for arresting and prosecuting corrupt public office holders, what is not clear is whether this fight against corruption by the police has been successful. Another thing that is disturbing is the general accusation by the public that some officers of the Nigeria Police are corrupt themselves. If this is true, how have the police authorities dealt with their own corrupt officers and men? All these form the problem of this study and efforts will be made to unravel them all. The thrust of this work, therefore, is to ascertain how the Nigeria Police eliminate corruption through its Public Relations Department. It will also delve into some of the challenges militating against the fight against corruption by the Nigeria Police through its Public Relations Department as well as highlight the benefits of eliminating corruption and living in a corruption free society.

Objectives of the Study
The main aim of this study was to evaluate the Nigeria Police Public Relations and the elimination of corruption. The specific objectives of the study were to:
1. find out the level of awareness of the Nigeria Police through its Public Relations Department against corruption.
2. ascertain the efforts made by the Nigeria Police Public Relations Department in the quest to eliminate corruption.
3. determine the level of honesty of the Public Relations Department of Nigeria Police in the elimination of corruption.
4. ascertain how the involvement of the Nigeria Police Public Relationship Department impacts on the quest to eliminate corruption.

Research Questions
1. What is the level of awareness of the quest to eliminate corruption by the Public Relations Department of the Nigeria Police?
2. What efforts have been made by the public relations department of the Nigeria Police on the elimination of corruption?
3. What is the level of sincerity of the Public Relations Department of Nigeria Police on the elimination of corruption?
4. How would the involvement of the Public Relations Department of the Nigeria Police impact on the elimination of corruption?
LITERATURE REVIEW

Structural Functionalism Theory

Structural Functionalism Theory was propounded by Talcott Parsons in 1956. Structural functionalism, is a framework for building theory that sees social as a complex system whose parts work together to promote solidarity and stability. This theory attempts to explain societal functions the way it does by focusing on the relationships between the various social institutions that make up society e.g. government, law, education, religion, media, etc. It views the society through a macro-level orientation, which is a broad focus on the social structures that shape society as a whole, and believes that society has evolved like organisms. This approach looks at both social structures and social functions. Functionalism addresses society as a whole in terms of the function of its constituent elements, namely: norms, customs, traditions, and institutions. Merton (1957), as cited in McQuail (2010), states that Functionalism theory explains social practices and institutions in terms (needs) of the society and of individuals. Society is viewed as an ongoing system of linked working parts or subsystems, each making an essential contribution to continuity and order. Against this backdrop, the Nigeria Police through its Public Relations Department, fought against corruption in Nigeria. The media can be seen as one of the subsystems of the society and a means of maintaining the society (McQuail, 2010). The Nigeria Police, through its Public Relations Department, can fulfill this obligation only when empowered by information from relevant authorities and government personnel. However, the relevance of this theory to the topic is that in social responsibility theory, the Press is free to operate but must be responsible and accountable to the society. Therefore, Public Relations unit of Nigeria Police must be socially responsible and accountable to the society in eliminating corruption. From the foregoing, one of the needs of individuals and the society is information. The Nigeria Police information from relevant authorities and government agencies to carry out their civil responsibilities and contribute essentially to continuity and order as earlier stated. On the other hand, the citizenry on the media to make informed decisions so the society would continue to thrive.

Social Responsibility Theory

This theory was propounded by F.S. Siebert, F.B. Peterson & W. Schramm in 1963. This theory owes it origin to an American initiative, the United States Commission on Freedom of the Press, also known as the Hutchins Commission of 1947. According to McQuail (2005), the findings of the Commission (Hutchins 1947) were critical of the press for its frequent failings and for being so limited in the access it gave to voices outside the circle of a privileged and powerful minority. Kunezick (1998) as cited in journal of media and communication (2008), reveals that, the theory of social responsibility, therefore, rests on the notion of free press acting socially responsible and that press freedom is always conditional upon certain obligations to the society which the press serves. The theory thus reconciles independence with obligation to society.

Concept of Public Relations

Public Relations is one of the most difficult concepts to define. This is as a result of the fact that it seems so easy to understand the difficult to describe in practical terms. Also, several people including Public Relations Department believe they have the best understanding of the concept and so have come up with different definitions of the concept. Infact, experts have also said that there are more than 600 recorded definitions of Public Relations in existence. This is especially so when we add to the list the other recorded and unrecorded definitions of what could be described as commonsensical or nonsensical definitions of the concept. Among such nonsensical derogatory and ignorance based definitions or descriptions are those that present Public Relations in different words as cover up and the Public Relations Department as those hired to tell lies for their organisations (Black, 1989). It is in response to this that this study seeks to examine some of the definitions of this concept so as to enable us have a clearer understanding of it. Black (1989) in reacting to the
distortions in Public Relations seems to have emphasized truth and full information in his own definition of Public Relations. As he states it, "Public Relations practice is the art and science of achieving harmony with the environment through mutual understanding based on truth and information." This definition emphasizes truth and information as essential ingredients of Public Relations though it is silent and does not bring out the management orientation of modern Public Relations practice, as well as the current emphasis on the practice of effective organisation at or management performance, research planning and communication as the key to success in modern Public Relations management.

Still in search of what Public Relations is, Rex Harlow found the 472 definitions of Public Relations and asking 83 Public Relations leaders for their definitions of Public Relations, Harlow then synthesized these to derive the following lengthy definitions. Public Relations is the distinctive management function which helps to establish and maintain mutual lines of communication, acceptance and co-operation between an organization and its publics; involves the management of problems or issues, helps management to keep informed on, and responsive to public opinion, defines and emphasizes keep abreast of and effectively utilize change and uses research and sound ethical communication techniques as its principal tools.

An examination of the various definitions of Public Relations above would no doubt reveal that Public Relations is the totality of an organization or individual performance aimed at earning public favourability which results in continuous growth mutually, to benefit the organization or individual and the society within which it operates. The role of the Public Relations officer is therefore to protect denotedly such earned favourability. In affirmation of this view, Cultlip, and Center (1997) stipulate that the essentiality of Public Relations is beyond debate in a world bound together by interdependence and swift communication yet split by recurring crises of change and confrontation. This according to a mass communication specialist Okon (1998) necessitates an understanding of the concept and practice of public relations.

Effect of Corruption in the Nigeria Police

Although no society is totally free from corruption, the Nigerian situation is, however, monumental and frightening. In fact, the perception is that in Nigeria, corruption has been institutionalized (Nwosu, 1995). It is not only that public officials are corrupt, but that corruption is official. Most Nigerians have come to accept it as a way of life. The corrupt man in our society is honoured and treated as the hero of society, the darling of musicians, recipients of all sorts of titles and recognized as men who have made it. On the other hand, the hard-working, honest and transparent individuals who manage to eke out a living out of the sweat of their brow, were sometimes treated with disdain and seen as failures (Schmallenger, 2009).

The result is the race for wealth acquisition by hook or crook. This cankerworm called corruption, has eaten deep into the fabric of our body polity, undermined and destabilised. Our economic, social and political institutions, resulting in Nigeria’s stunted growth with huge external and domestic debts, despite being the 6th leading exporter of oil in the world. In 1999, according to the Transparency International (TI), Corruption Perception Index (CPI), Nigeria was the 2nd most corrupt nation in the world. In 2006, we were rated the 11th most corrupt nation, still a lamentable position. Most embracing is the fact that Nigeria, even though an oil producing nation is classified among the world’s poorest nation with 90% of its population earning below $2 per day (Adeyemi, 2011).

The reality is that corruption is mainly responsible for Nigeria being graded poorer than her neighbours such as Ghana, Equatorial Guinea, Sao Tome, Niger, Benin Republic etc. (Nwosu, 1995). Corruption threatens the very survival of a nation as it prevents the provision of basic social amenities like health, education, transportation, electricity, water and housing, Corruption, therefore, undermines good governance and rule of law. Adeyemi (2011) describes corruption as “the most pervading and amorphous of all crimes which act as the catalyst to all other crimes”
(p.45). Speaking in similar vein, Professor Akin Maboguje said therefore, in summary that corruption encourages the following:

i. Breeds inefficient economic outcome.
ii. Impedes long term foreign and domestic investment
iii. Reduces the ability of the state to generate revenue and thereby lead to high tax rates being imposed on fewer and fewer tax payers.
iv. Promotes inflationary trends
v. Undermines and reduces efficiency of professionals and discourages professionalism and in a way gives quacks a field day.
vi. Weakens the state’s ability to provide essential public goods and services
vii. Creates social unrest, economic upheaval and political instability.
viii. Undermines good governance and rule of law.

It needs to be emphasized that where a nation’s wealth is stolen by corrupt elements, the resultant effects are hunger, squalor, deprivation, chaos and general insecurity as we have in Nigeria today (Dannis, 2002).

Steps to Checking Corruption in the Police
Apart from legislations and legal frameworks put in place to checkmate corruption and corrupt practices, several moves, several ad-hoc measures, panels and tribunals were at various times introduced for the purposes of ensuring public accountability, transparency and openness and help detect and penalize unethical behaviour or corruption. Today, the institutions for combating crime are the Police, courts, EFCC, ICPC, customs and Code of Conduct Bureau. It is, unfortunate that inspite of all the legislations to fight the cankerworm, corruption still persists. It is however noteworthy that in recent times the hitherto “untouchable big man” former ministers, legislators, permanent secretaries, directors of banks, Chairmen of councils, judges, governors, the high and low politicians have been made to face the wrath of the law and sometimes treated as common criminals. Through the investigations made by the Police, many are being compelled to cough out their loots. These are changing times, because the rejection of the polls that unjustly installed some elected officers testify that it can no longer be business as usual (Dannis, 2002).

Mounting of Surveillance by the Nigeria Police
The use of surveillance is to get enough evidence to make an arrest, to locate and identify corrupt public officials and possibly prosecute them. The Police also verify information supplied by informants especially in a bit to uncover heinous crimes (Dannis, 2002).

A Review of Publications in Crime Control
Combating crime in the society depends largely on the efforts of the Police and the relationship between members of the public. Public Relations plays a vital role in the discharge of its statutory duties of maintaining law and order in the society, very few scholars had deemed it fit to research into its relevance to the Nigeria Police despite the hue and cry of its inefficiency by the public. The importance of Public Relations to the Nigeria Police and its duty at combating crime has been dealt with by two notable Nigerian communication scholars, namely: Tamunotonye and Ikechukwu Nwosu.

Whether they are on patrol, investigation activities, surveillances, prosecution of cases or Public Relations factors in crime control, the Nigeria Police Force relies extensively on the cooperation and acceptance of the public they serve. Since Public Relations play a fundamental role in the creation of goodwill, it is defined as 'the deliberate effort of an individual or organization in seeking to work harmoniously with its host community by identifying with the needs and aspirations of the host community and the public in order to easily achieve its desired objectives.'
Having known what Public Relations is all about, and its immense contribution to the public and society at large, it was deemed right to establish the Police Relations Department for the public to have an in depth knowledge of the services rendered by the Police to find a lasting solution to problems of society such as various crimes like sexual offence, cult activities in school, drug related cases, examination malpractice stealing etc. According to Dennis (2002), "Public Relations, by its very nature, is intended to benefit those creating the message, whether the source is public or private, marketplace, Public Relations manipulates the news by packaging information for the media with a specific client's interest in mind... when the press is unable to verify the reports, due to sheer quantity of information available or because of laziness, distorted Public Relations reports appear in the media as objective facts, and the news has been distorted to favour the Public Relations position”.

On the part of the media, Day (2000) advises that truth should be the yardstick for assessing their reports. According to the author, the media should be wary of both Public Relations practitioners and the society, whom he says, have vested interest information they give out. He writes; "We expect journalists to be unbiased and to report the truth. On the other hand, consumers realize that Public Relations officers are advocates and do not expect them to do anything that would be contrary to their self-interest or the interest of their clients". (P. 63). Akinfeleye (2005), however, warns that the press should adhere strictly to the role the constitution bestowed on it, which is monitoring rather than trial. He argues, "it is very clear in the constitution that the press is also given the power of trial of public officers on the pages of newspapers, magazines, radio or television screens: rather, the constitutional duty given to the press is that of monitoring and making public officers accountable to the people at all times.

EFCC and the Police
There should be a collaborative effort between the Police and other agencies like EFCC in the fight against economic and financial crimes. The EFCC is the body whose primary assignment is to deal with cases of money laundering and economic crimes. The money laundering (Prohibitions) Act 2004 provided for the repeal of the Money Laundering Act 2003 which was the existing law when the Economic and Financial Crimes Commission was created in 2002. The money laundering (Prohibition) Act makes comprehensive provision to prohibit the laundering of the proceeds of crime an illegal act. It also provides appropriate penalties and expands the interpretation of financial institutions and scope of supervision of regulatory authorities on money laundering. Basically the Act deals with questionable monetary transactions, sets limit to making and accepting of cash payment, imposes a duty to report international transfer of funds and securities, keeps surveillance on bank accounts and flow of money transactions and discernable fraudulent activities etc.

There is no doubt media reports have shown that the EFCC has always been engaged in aggressive drive to deal with money launderers and have prosecuted many in court. Its effectiveness and success can be measured by the large number of "big men" who are now facing trial or have been jailed. Through the efforts of the EFCC, the ranks of advanced fee fraudsters, who otherwise are known as "419 men" have thinned. However, in spite of the efforts of EFCC and ICPC, the struggle is not yet over (Black, 1989). The following are:

i. The scope, nature and dimension of financial crimes is becoming sophisticated in view of the growing use of information technology, e- banking services, GSM communication, use of modern weapons, fast moving vehicles etc.

ii. Relevant training programmes to enhance Police job performance.

iii. Computer training for data storage, programme management, data analysis, research, collaboration with international bodies (Interpol).

iv. Poor remuneration of the Police
v. Outdated equipment  
vi. Poor public image.  

Therefore the following are some of the solutions:  

i. Establishing and maintaining high standards of conduct for the honest, ethical and effective performance of policing functions.  
ii. Provision of modern equipment and facilities to detect and combat crime, fast vehicles, communication equipment, computers, effective weapons, helicopters.  
iii. Training and retraining of Police officers in modern crime detection  
iv. Collaboration with international Police (Interpol) organizations world-wide  
v. Having and maintaining effective systems for the recruitment of Police officers for integrity, honesty, ethical standards and expertise.  
vi. Ensuring that the systems for recruitment, posting, promotion and other employees of the Police forces/services are not arbitrary but are based on fairness openness, ability and performance. Termination of Police officers should not be arbitrary.  
vii. Good remuneration of Police officers. The remuneration of Police officers and other employees of the Police forces/services must be such as to enable them and their families to maintain a reasonable standard of living without having to resort to other employment or to corruption.  
viii. Constant review of data on the fight against financial crimes to reflect whether there is progress or not.  
ix. Incentives for good performance  
x. Avoiding petty collections at the road side.  
xi. Compulsory computer training for all Police officers.  
xii. Re-organisation of the investigation outfit of the force to ensure prompt and timely investigation of cases.  

As corruption impedes growth, development, peace, stability, rule of law, democracy and good governance it is necessary for all of us to join hands with the Police in fighting this moral decadence. The die is cast, the challenge is thrown. There can be no retreat. History and our generation will judge us according to the loyalty and devotion with which we fight corruption, the cankerworm destroying the fabric of our nation. Investors are unwilling to come to Nigeria because of rampant economic crimes. Nigeria can also rise to the level of Asian Tigers - Singapore, Malaysia and Japan who have proved beyond all reasonable doubts that if America and Britain can do it, they too can do it.  

Objectives and Functions of Public Relations in the Nigeria Police  

It provides expert advice on communication problems: The PR department gives or guides the arrangement on how best to solve communication problems within and outside the organization (Greenbaner, 1970). Greenbaner (1970) sees organisational communication as including the formal and informal communication flow within the organization. Goldbaber (1976) sees organisation communication as the flow of messages within the network of interdependent relationship. He pointed out very essential ingredients in the definition. These are messages, network, interdependence and relationships.  

i. They help in communicating externally, say with the public and even whistleblowers.  
ii. They facilitate or mediate internal communication between units and staff members or personnel.  
iii. They bring news and views from outside through feedback mechanism.
iv. Also, they keep the management informed of the people’s reaction towards its policies, programmes, even about measures to take in fighting against corruption. Little (1997) says that organisations have to be linked with the outside world, departments, and the general public etc. He also observed that the communication relationship is complex as a result of the under woven networks of message flow from the internal to the external which involves the general public that the Nigeria Police is meant to protect. Uduji (2007) in support of the above states that corporate image needs to be professionally managed through well-developed and nurtured corporate image programmes that are regular and systematic in nature.

Public Relations is all pervasive, but it can never hold as a panacea for every problem. When working with public relations, the management must have a clear understanding what Public Relations can do and what it cannot do. However, Public Relations is a sustained effort which can provide good results over a period of time. As a strategic management function Public Relations encompasses four functions; analysing, advertising, advocating and antenna. Public Relations practitioners therefore serve as:

Thus, the four-fold functions, the Public Relations Department of the Nigeria Police helps the Police in the following ways:

i. Analyze the internal and external environment of the Nigeria Police to know its problems and pulse of the public and to advise management.

ii. Dissemination of public information through various media of communication on organizational policies and programmes.

iii. Promote mutual understanding between an organization and its internal external stakeholders. This is because good communication based on the organisational performance can help develop stronger relationship at every level.

iv. Build trust and confidence with opinion leaders that in turn promotes reputation which is a prerequisite to the success of a business

v. Stimulate discussion and encourage changes in attitudes, behaviour and public perceptions.

vi. Provide feedback information to organizational policies and programmes through research and evaluation process.

Also, their functions include; media relations, community relations, employee relations, corporate identity/image, sponsor relations and protocol relations etc.

**Public Relations Tools/Measures**

Nkwocha (1999) outlines some Public Relations’ tools adopted by the Public Relations Department of Nigeria Police in the fight against corruption.

Some of these include:

i. **Press releases**: These may appear in newspapers, radio and television and other news media. This deal with a lot of issues depending on the organization.

ii. **Conferences and seminars**: Many organizations, including the Nigeria Police, organize conferences and seminars for the employees, public office holders, politicians and the general public.

iii. **Special events**: The Nigeria Police organize special events like show casing public office holders who display exemplary character while in office. For example, the Nigeria Police has been posting stories on internet about those public office holders who misappropriated public fund while in office and how they are being prosecuted, (Cutlip, Center and Broom, 2005). Also these include the following.

The Nigeria Police reports its activities of combating crime and fighting against corruption in the country. This and other stories of good work of the service were reported by African Independent Television on the 17th of November 2016 and it was posted on the Command’s website showing
Police officers who were dismissed from the force as a result of corruption related offences and how they were prosecuted.

METHODOLOGY

Research Design
The researcher employed descriptive survey design. Descriptive survey gives a clear picture of a situation and it serves as a basis for most researchers in assessing the situation as a prerequisite for drawing conclusion. According to Nwankwo (2006) descriptive survey is a research method which focuses on a representative sample derived from the entire population. This design was adopted because of its ability to ensure a representative outlook and provide a simple approach to the study of opinions, attitude and values of individuals.

However, the essence of this design is to elicit information from the respondents on a perspective of Public Relations in the quest to eliminate corruption by the Nigeria police.

Population of the Study
According to Wimmer & Domonick (2011) population is a group or class of subjects, variables, concepts, or phenomena within the area or scope of research or study. The population of this study comprised all the serving police officers in Rivers State Police Command with the population size of fifteen thousand three hundred (15,300) Police Officers according to Deputy Superintendent of Police (DSP) Nnamdi Omoni, the Police Public Relations Officers, Rivers State Command.

Sample and Sampling Techniques
It is not possible to study the entire population because of time and resources constraints. The researcher used purposive sampling technique with a sample size of three hundred and seventy five (375) Police Officers. This was done by drawing respondents from Rivers State Police Headquarters and all the Area Command Headquarters in Rivers State.

Data Analysis Technique
The data collected was analyzed using frequency table and weighted means statistics and for the research questions

RESULTS

Research Question 1: What is the level of awareness given to the quest to eliminate corruption by the Public Relations Department of the Nigeria Police?

Table 1: Responses on the Level of Awareness given to the Quest to Eliminate Corruption by the Nigeria Police

<table>
<thead>
<tr>
<th>S/N</th>
<th>Questionnaire Items</th>
<th>SA</th>
<th>A</th>
<th>D</th>
<th>SD</th>
<th>N</th>
<th>£X</th>
<th>(\bar{X})</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Public Relations Department of the Nigeria Police is aware of eliminating corruption.</td>
<td>200</td>
<td>150</td>
<td>20</td>
<td>5</td>
<td>375</td>
<td>1295</td>
<td>3.45</td>
<td>Accepted</td>
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<td></td>
<td></td>
<td>(800)</td>
<td>(450)</td>
<td>(40)</td>
<td>(5)</td>
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<tr>
<td>2.</td>
<td>Public Relations of Nigeria Police sensitize the general public on the elimination of corruption.</td>
<td>120</td>
<td>220</td>
<td>20</td>
<td>15</td>
<td>375</td>
<td>1195</td>
<td>3.19</td>
<td>Accepted</td>
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<td></td>
<td></td>
<td>(480)</td>
<td>(660)</td>
<td>(40)</td>
<td>(15)</td>
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<tr>
<td>3.</td>
<td>There was proper orientation and awareness campaign by the Public Relations of the Nigeria Police on the elimination of corruption.</td>
<td>50</td>
<td>100</td>
<td>70</td>
<td>155</td>
<td>375</td>
<td>795</td>
<td>2.12</td>
<td>Rejected</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(200)</td>
<td>(300)</td>
<td>(140)</td>
<td>(155)</td>
<td></td>
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<td>4.</td>
<td>The general public is aware that the Nigeria Police is eliminating corruption.</td>
<td>120</td>
<td>130</td>
<td>50</td>
<td>25</td>
<td>375</td>
<td>1145</td>
<td>3.05</td>
<td>Accepted</td>
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<td></td>
<td></td>
<td>(480)</td>
<td>(540)</td>
<td>(100)</td>
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</table>

18
Table 1 above indicates that the respondents accepted the view that Public Relations Department of the Nigeria police is aware of the elimination of corruption in the country. The respondents also accepted in the country. The respondents also accepted as shows in the table that the general public is aware that the Nigeria Police is eliminating corruption in the country. The respondent accepted the view that Public Relations Department of the Nigeria Police sensitize the general public on the elimination of corruption. It is also observed in the table that the respondents rejected the item that there was proper orientation and awareness campaign by the Public Relations Department of the Nigeria Police on the elimination of corruption.

**Research Question 2:** What efforts have been made by the Public Relations Department of the Nigeria Police on the elimination of corruption?

**Table 2:** Responses on the Efforts made by the Public Relations Department of the Nigeria Police on the Elimination of Corruption

<table>
<thead>
<tr>
<th>S/N</th>
<th>Questionnaire Items</th>
<th>Responses</th>
<th>Mean (X)</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>Public Relations Department of the Nigeria Police has published some names of corrupt politicians and leaders.</td>
<td>60 (240) 80 (242) 120 (240) 115 (115)</td>
<td>2.23</td>
<td>Rejected</td>
</tr>
<tr>
<td>6</td>
<td>Some Corrupt Politicians and leaders have been charged to court by the Public Relations Department of the Nigeria Police on combating corruption.</td>
<td>110 (440) 190 (570) 40 (80) 35 (35)</td>
<td>3.00</td>
<td>Accepted</td>
</tr>
<tr>
<td>7</td>
<td>Some corrupt politicians and leaders have been charged to court by the Public Relations Department of the Nigeria Police.</td>
<td>200 (800) 150 (450) 20 (40) 5 (5)</td>
<td>3.45</td>
<td>Accepted</td>
</tr>
<tr>
<td>8</td>
<td>There is no sign of seriousness by the Public Relations Department of the Nigeria Police on the elimination of corruption.</td>
<td>50 (200) 90 (270) 100 (300) 135 (135)</td>
<td>2.15</td>
<td>Rejected</td>
</tr>
</tbody>
</table>

Table 2 above shows that the respondents rejected the view that Public Relations Department of the Nigeria Police has published some names of corruption politicians and leaders for questioning. But the table indicates that the respondents accepted the fact that some arrests have been made by the Public Relations Departments of the Nigeria is also observed in the table that the respondents accepted the view that some corrupt politicians and leaders have been charged to court by the Public Relations Department of the Nigeria Police. Table 4.2 also reveals that the respondents rejected the item that there is no sign of seriousness by the Public Relations Department of the Nigeria Police on the elimination of corruption.

**Research Question 3:** What is the level of sincerity of the Public Relations Department of the Nigeria police on the elimination of corruption?
Table 3: Responses on the Level of Sincerity of the Public Relations Department of the Nigeria Police on the Elimination of Corruption

<table>
<thead>
<tr>
<th>S/N</th>
<th>Questionnaire Items</th>
<th>Responses</th>
<th>N</th>
<th>( \bar{X} )</th>
<th>( \sigma )</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.</td>
<td>Police officers are objective not bias on the elimination of corruption.</td>
<td>SA 70 (280)</td>
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<td></td>
<td></td>
<td>A 95 (285)</td>
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<td></td>
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<td>D 100 (200)</td>
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<td></td>
<td></td>
<td>SD 110 (110)</td>
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<td></td>
<td></td>
<td>375</td>
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<td>875</td>
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<td></td>
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<td>2.23</td>
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<td></td>
<td></td>
<td>Rejected</td>
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<tr>
<td>10.</td>
<td>Some corrupt politicians and leaders are set free today because of their contact and connections by the police officers.</td>
<td>SA 30 (120)</td>
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<td></td>
<td></td>
<td>A 65 (195)</td>
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<td></td>
<td></td>
<td>D 120 (240)</td>
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<td>SD 160 (160)</td>
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<td>375</td>
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<td>715</td>
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<td>1.91</td>
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<tr>
<td></td>
<td></td>
<td>Rejected</td>
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<tr>
<td>11.</td>
<td>All the corrupt politicians and leaders are facing their charges by the Public Relations Department of Nigeria Police.</td>
<td>SA 60 (240)</td>
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<tr>
<td></td>
<td></td>
<td>A 80 (240)</td>
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<td>D 120 (240)</td>
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<td></td>
<td>SD 115 (115)</td>
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<td>375</td>
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<td>835</td>
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<td>2.25</td>
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<td></td>
<td></td>
<td>Rejected</td>
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<tr>
<td>12.</td>
<td>Some police officers who are corrupt are not properly disciplined by the Public Relations Department of the Nigeria Police.</td>
<td>SA 110 (440)</td>
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<td></td>
<td></td>
<td>A 185 (555)</td>
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<td>D 45 (90)</td>
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<td>SD 35 (35)</td>
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<td>375</td>
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<td>110</td>
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<td></td>
<td>2.99</td>
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<tr>
<td></td>
<td></td>
<td>Accepted</td>
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<td></td>
</tr>
</tbody>
</table>

Table 3 above reveals that the respondents rejected the view that police officers in Public Relationship Department of the Nigeria Police are objective in the fight against corruption. It also shows that the respondents rejected the item that some corrupt politicians and leaders are set free today because of their contact and connections. It is also observed in the table that the respondents rejected the view that all the corruption politicians and leaders are facing their charges by the Public Relations Department of the Nigeria police. In the other way round, the table reveals that the respondents accepted the view that some police officers who are corrupt are not properly disciplined by the Public Relation Department of the Nigeria police.
Research Question 4: How would the involvement of the Public Relations Department of the Nigeria police impact on the elimination of corruption?

Table 4: Responses on the Involvement of the Public Relations Department of the Nigeria Police Impact on the Elimination of Corruption

<table>
<thead>
<tr>
<th>S/N</th>
<th>Questionnaire Items</th>
<th>SA</th>
<th>A</th>
<th>D</th>
<th>SD</th>
<th>N</th>
<th>£x</th>
<th>Mean (X)</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>13</td>
<td>Involvement of the Public Relations Department of the Nigeria Police is really helping to reduce corruption.</td>
<td>75</td>
<td>60</td>
<td>115</td>
<td>125</td>
<td>375</td>
<td>835</td>
<td>2.23</td>
<td>Rejected</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(300)</td>
<td>(180)</td>
<td>(200)</td>
<td>(125)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Public Relations Department of the Nigeria Police has really carried out enough campaign and awareness on the fight against corruption.</td>
<td>30</td>
<td>65</td>
<td>120</td>
<td>160</td>
<td>375</td>
<td>715</td>
<td>1.91</td>
<td>Rejected</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(120)</td>
<td>(195)</td>
<td>(240)</td>
<td>(160)</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Elimination of corruption by the Public Relations Department of the Nigeria Police is effective in the society.</td>
<td>50</td>
<td>80</td>
<td>120</td>
<td>115</td>
<td>375</td>
<td>8.35</td>
<td>2.25</td>
<td>Rejected</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(240)</td>
<td>(240)</td>
<td>(240)</td>
<td>(115)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>The level of corruption has actually reduced because of the role of the Public Relations Department of the Nigeria Police.</td>
<td>75</td>
<td>80</td>
<td>125</td>
<td>95</td>
<td>375</td>
<td>885</td>
<td>2.36</td>
<td>Rejected</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(300)</td>
<td>(240)</td>
<td>(250)</td>
<td>(95)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 4 indicates that the respondents rejected the view that the involvement of the Public Relations Department of the Nigeria Police is really helping to reduce corruption in our society. The table reveals that the respondents also rejected the view that Public Relations Department of the Nigeria police has really carried out enough campaign and awareness on the fight against corruption. It is observed in the table that the respondent rejected the fact that fight against corruption by the Public Relations Department of the Nigeria police is effective in the society. The respondents also rejected the view that the level of corruption has actually reduced because of the role of the Public Relations Department of the Nigeria Police.

DISCUSSION OF FINDINGS

The study reveals that there is high level of awareness given to the fight against corruption by the Public Relations Department of the Nigeria Police. This view is in line with Greenbaner (2010). He reveals Public Relations Department gives or guides the arrangement on how best to solve communication problems within and outside the organization. He further reveals that this could be done by creating awareness to the people by organizing sensitization study also shows that no serious efforts have been made by the Public Relations Department of Police in the fight against corruption. According to Dennis (2002), the use of surveillance by the Public Relations Department of the Nigeria Police is to get enough evidence to make an arrest, to locate and identify corrupt public officials and possibly prosecute them but this is not taken seriously by the police.

Furthermore, the study indicated that there is no level of sincerity by the Public Relations Department of the Nigeria police on the elimination of corruption. This view is practically shown when some corrupt public officials will be arrested probably prosecuted while other who committed the same crime and offence are made to go scout free because of the contact and connections. And some police officers who are corrupt are not properly disciplined by the Public.
Relations Department of the Nigeria Police. The study also indicates that involvement of the Public Relations Department of the Nigeria Police makes no impact on the elimination of corruption. This is because the Public Relations Department itself is corruption hence they are not sincere on the elimination of corruption.

CONCLUSION

Based on the findings of this study the study concludes that the Nigeria Police, through their Public Relations Department, have really performed well in the elimination of corruption. However, some of the respondents rejected the view that they are aware of the Public Relations Department and if the Public Relations Department had any forms of sensitization to management and general public of the elimination of corruption.

In the present study, the margin between those who believe that the Public Relations Department made effort to enhance the quest to eliminate corruption and those who believed that the Public Relations Department did not make any effort to enhance the elimination of corruption in the area. The study showed that the Public Relations Department of the Nigeria Police did not sensitize the management and the general public. Equally, it concluded the Nigeria Police Public Relations did not make any effort to enhance the elimination of corruption.

RECOMMENDATIONS

On the strength of the findings of this study, the following recommendations were made to improve the Nigeria Police and the elimination of corruption from a Public Relations perspective.

1. There is need for training and retraining of the Public Relations staff of the Nigeria Police, Rivers State Command. This will help increase the tempo on the elimination of corruption.

2. All the States Command of the Nigeria Police should ensure that their Public Relations Departments are proactive and result-oriented in the quest to eliminate corruption.

3. The various states commands of the Nigeria Police and the head of various offices must conscientiously plan and organise workshops and conferences that will help improve the Public Relations skills as well as orient them on the usefulness of the elimination of corruption.

4. Public and private institutions in possession of public records and information should be re-oriented on the provisions of the law on corruption and other related offences. This will go a long way in helping to curb the incidence of rigid resistance of some persons to face or prosecute corrupt officers and public office holders.

Until these issues are addressed and changes made, the elimination of corruption in Nigeria will not make any noticeable progress. Such envisaged progress, will not occur except the fight against corruption by the Nigeria Police through its Public Relations Department is considered germane in the present day society.

REFERENCES


Orakwe, N. (2013). *Why we are the way we are*? Owerri: Udah Communications Ltd.

