

Communication as a Marketing Tool for Effective Public Relations Services and Corporate Governance

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Abstracts: This paper examines the relationship between communications, marketing, effective public relations, effective communication, and corporate governance. It also examines communication as a process of complex attribute to maintaining relations between organisation and its publics or between one individual and another or the nexus between government and its people and publics or other governments; or groups and another, through effective communication. It as well examines the trends that measure the task blend orbit of life and living. The objective is to bring about measures that would strengthen the efforts of government, organisations and their people in development for economic growth. The findings in this study seek to spur government and organisations into using effective communications action to achieve good governance and create social tranquillity and peace in societies.

Keywords: *.Communications .Marketing tools .Public relations services .Corporate governance.*

INTRODUCTION

Communication as a process of complex attribute is vital to maintaining relations between organisation and its publics or between one individual and another, and between a state and its people. It is used as a tool in governance for public relations services, that is, in maintaining the nexus between organisation and its publics, government and its people and publics or other governments; or between an individual and another, groups and another, or a political party and the electorate.

We have direct communication and indirect communication. Direct communication deals with all messages or information passed or delivered by verbal means/language or the words of mouth; through broadcasting as in radio and television, advertising, conferences, lectures and seminars, letters, newsprints and hand bills or posters, including town announcer, et cetera. Indirect communication consists of all processes concerned with the use of signs and symbols, idiomatic expressions, music or drum language, et cetera.

As marketing tool, organisations use communication process to develop understanding between the organisation and its publics. As effective public relations services, governments and organisations use communication which is often associated with media relations to reach journalists and editors through press releases.

Communication starts in singular evolution process to plurality. When we feel, think and talk about something between ourselves as human, a communication process begins, and how we do so is a communication process. Communication, according to Jane Platts (1975), is one of mankind's most basic instincts.

Communication therefore, is the technical or mechanical process by which information is disseminated from one source to another, through the force of velocity and a coordinated instinct. In communication process, we examine operational lay-down or prompted structures of the gauge of decree, surrealism or sundial order. Effective communication is a two way information sharing process that involves one party sending a message that is easily understood by the receiving party. Effective communication by business managers facilitates

information sharing between company employees, its publics and can substantially contribute to the commercial benefit or success of the organization.

This study reveals that effective communications are vital to corporate governance and public relations services. *The communication process is the blender machine that coordinate the attributes of society, as it is also, the blender machine that coordinates the efforts of the marketing mix for effective management of all business organisations and the wheel on which the marketing mix and 'mis' rotate.* Under the lay-down or prompted structures of the communication process, communication as used by public relations practitioners directs messages to specific publics in support of specified goals, with built-in evaluation mechanisms.

Communication and effective communication are two distinct elements of the intra and inter-relativity of life. While communication is a process, effective communication is a model in the process. Marketing use communications to maintain good customer relations, while corporate governance use public relations for the creation of mutual understanding between organisations and their publics, and, governments and their people. According to Mullin (2001), "Public Relations (PR) is the marketing activity that tries to develop understanding between an organisation and its public. It is often associated purely with the media – reaching journalists and editors through press releases. Public relation services through journalism, or communication management (effective communication) is a noble profession that requires courage and excellence in its practices. Communication as a concept is designed to provide concise and insightful treatment in a manner that a reader or audience is led to know its effective use can ensure success and sustainability in human relations, whether of a general nature or directed at a particular instance or target.

Communication enables man to study the black-box of the productivity workflow formula of human life, and to organise it around only the tasks that really matter. The root of communication is traced to the age of ardent longing by man to transcend distance and conquer space by increasing the speed and effect of message. When the city of Constantinople was captured by the Turks in 1453, there was a sudden flood of Greek refugees to Italy; and they brought with them all the articles of value they could lay hands on (mostly old manuscripts and pieces of sculpture). These together, opened up a completely new view of life, 'and the humanism of the ancient world was born.' This period is what we call 'the Renaissance.' European art was largely representational after the Renaissance and, modern artists painted or sculpted what they saw. With the new development famous leaders, court beauties, scenes from history or allegory familiar to the educated elite who were patrons of modern art became a model. There was reaction against this 'sensory' style of art by the end of the nineteenth century, which brought a return to the 'imaginative' approach in which symbols play an all important part in the communication art. One of the greatest of influence on twentieth century art so far has been Pablo Picasso, who was born in Spain in 1881, and grew up in the last decades of the nineteenth century, when the artistic standards of the past and a bland confidence in the future had unquestioning acceptance. There was impressionism, cubism, surrealism, expressionism, fauvism, futurism, and many more in the new art world.

The new world was taking a different shape in the twentieth century business and political economy, that it is quite a different matter when it comes to selling out to the professional 'ad men. Professional persuaders have seized upon it to engage in more effective ways to selling – whether it is products: ideas, attitudes, goals, or states of mind (including politics and image-builders).

Review of Related Literature

The relationship between effective communication, good governance and effective public relations services with marketing and market drive in the run of the life orbit, has been of concern to many scholars for too long. This concern has been at both theoretical and empirical levels. Theoretical literature in recent-view on communication taught us that communication or journalism and reporting are elective arts of compass mentis, that is, the blend of arts and science of the study of temperament (with its attributes – 'extrovative or introvative) in relation to revibrative communication system (RCS).

According to Nwele (1998), "Aristotle first expressed it, and it was later refined by Harold Lasswell in terms of communication being seen as an art of "who says what, in which channel,

to whom, and with what effect?" According to Carey (2001), "our basic orientation to communication remains grounded, at the deepest roots of our thinking, in the area of transmission." Communication by this is then understood in terms of importing, sending, transmitting and distributing information, or messages from source to a receiver or receivers. It is information sharing for social blend. It propels persuasion, attitude change or modification of behaviour pattern, and socialisation through the transmission of information that is built on influence or rules of conditioning.

Communication as a discipline has many interpretations. In the plurality of communication concept, it is the modern techniques of, or process by which messages or information is sent (or disseminated). It often implies movement or force of velocity and its coordinated instinct – i.e. the process or channel, route or method through which their actions flow.

In biblical times of the old world order, rulers used communication process to carry orders to their officials and the satraps who governed on their behalf. The channel order of communication depended largely and in most cases with the factors in force, and the target set to achieve, since there is always different information to be advanced or give to different body or destination. The analysis, system review, mode efficiency and transmission of information are channelled according to need and environmental order.

Arts, as the transmission of feelings which an artist has, takes its origin from emotion evolved of historical and tranquillity. According to Awake (2003), "in a patch of forest, a savanna, or even in your own garden, any number of animals might be busily communicating with one another." And, as referred to, "The book *The Language of Animals* says: 'Animals use every sense, gesturing with appendages and body position; sending and receiving subtle – or not so subtle in the case of frightened skunks-odour signals; squeaking, squawking, singing and chirping; sending and receiving electrical signals; flashing lights; changing skin pigmentation; 'dancing'; and even tapping and vibrating the surface they walk on.'"

According to the same Awake, "scientists discover the meaning of animal signals through careful observation. For example, they have observed that when a bantam (small domestic fowl) sees a ground predator such as a weasel, the bantam makes a high-pitched kuk, kuk, kuk sound to warn other bantams. But if it spots a hawk, a bantam emits a single long shriek. Each call elicits a prompt response that accords with the threat, indicating that the birds communicate meaningful information. Other birds have been observed making similar discriminating calls."

Clunas, Craig, *et al* (2008), reporting on China communication systems submitted; "communication has a century-old tradition in China where, about 3,000 years ago, Chinese built towers of fire to warn of approaching enemies. Centuries later, posters written in Chinese characters were put up by the government at city gates and other busy places to warn of the presence of dangerous animals or to make known wanted criminals." The tradition of using posters for delivering information was continued into the 20th century, and even, till today. While the traditional means of communication are waning, modern communication facilities are developing rapidly.

A lot of studies testing the effect of the active ingredients of corporate governance and effective public relations management have taken place in the past. Man and Life, God's relationship with man, the business world, and the rudimentaries of the earth are propellants of communication. Existence, survival, successes, sustenance, governance, adherence and control are components of communication.

Everything - living and non-living things (like the work of arts and others) communicate in different ways and manners; man, animals, livestock, birds of the air, the sun, the moon and the stars, breeze or air, night and day, land and water (or sea), etc. All communicate.

Effective communication moulds societies for peace and tranquillity, so to establish a peaceful society, effective communication is very vital. According to *Awake* (2013), there is a need to get people to trust news in the information boxes; it states, "Many people doubt what they read and hear in the news. In the United States, for example, a 2012 Gallup poll asked people 'how much trust and confidence' they had in the accuracy, fairness, and completeness of the news reports of newspapers, TV, and radio. The answer from 6 out of 10 people was either 'not very much' or none at all." According to the report, "many journalists and the

organisations they work for have expressed a commitment to producing accurate and informative reports. Yet, there is reason for concern."

Model, Data Sources, Measurement and Estimation Techniques

Model and Data Sources

The theoretical and empirical literature discussed in this research as expressed above, shows that the nexus between the productive elements of effective communication and governance transcends public affairs, multicultural affairs, media relations, government affairs and issues management.

It is of essence to note that government has not done much in encouraging multicultural relations, peace and tranquillity. What government needs is the employment of both direct and indirect communication which deals with all messages or information passed or delivered by verbal means/language or the words of mouth; and broadcasting as in radio and television, advertising, conferences, lectures and seminars, letters, newsprints and hand bills or posters, the use of signs and symbols, idiomatic expressions, music or drum language, et cetera, to galvanise development.

It is to be noted that there is no single measure of method analysis used to determine the effect of effective communication and public relations services.

Estimation of Techniques

This paper has based the test of techniques on appropriate corporate governance objectives and method. The purpose of this is to know whether there exists an appreciable nexus in the integration of techniques that represent a relationship among the variables. With the juxtaposition of golden age of communications, to the silver age/iron age, electronic age, and now the "computer age," the phases still overlap with all the basic elements retained with modification and improvements. Effective communication is an attribute in revibrative communication system (RCS), that harnesses opportunities and uses them or transverse inference of governance.

According to Lyndon and Denys (1990), "The probability of obtaining agreement can be increased by using skilful questioning techniques, particularly questions which are open, directive and/or reflective. The effectiveness of group decision-making can be enhanced by using a step-by-step sequence such as ...awareness, definition, suggestions, evaluation, and decision." He further stated that mistakes commonly made are that of:

- *Lack of consideration for other person's point of view*
- *Trying to rush other people into acceptance of one's view or decision*
- *Failure to listen with understanding and excessively arguing a leader's or presenter's point*
- *And threatening the other people concerned in an opposing side.*

Effective team working cannot be assumed as it needs to be consciously developed. The responsive team is the one that identifies, understands and develops how individuals, each in their ability can best contribute to growth and development. According to Colin and Richard (1990),

"Human resource issues, roles and responsibilities are recognised as being of increasing importance. With this growing awareness of the human resource as a critical success factor, building flexible management teams with broader and more mobile skill will require a greater investment in continuous management education and development."

And according to Brown (1986), you will learn in developing human resources, "how subordinate managers and supervisors can be taught to avoid stifling the creativity and innovation on which the future of any organisation depends."

According to Gangwari (1997), "Man uses sensual media to disburse or diffuse information. Information is nothing other than daily actualities or events relevant to the existence of man. The collection and diffusion of such actualities or events is what communication is all about."

In literature and history, profound ideas and feelings were expressed in Roman virtues of patriotism, devotion to the family, duty to the state, and a strong sense of religion. Patriotism was modelled as a mission to bring peace and civilized life to the world. For, according to Perry, Chase, Jacob, Jacob, Von Laue (2007),

Hour by hour resolve firmly, like a Roman and a man, to do what comes to hand with correct and natural dignity, and with humanity, independence, and justice. Allow your mind freedom from all other considerations. This you can do, if you will approach each action as though it were your last, dismissing the wayward thought, the emotional recoil from the commands of reason, the desire to create an impression, the admiration of self, the discontent with your lot. See how little a man needs to master, for his days to flow on in quietness and piety: he has but to observe these few counselling, and the gods will ask nothing more.

The nexus between effective communication, corporate governance and development, urges man to consider that as a leader, 'he whom you call your slave, is sprung from the same origin, enjoys the same climate, breathes the same air, and is subject to the same condition of life and death as yourself, and when you "reflect well" on the revibrative communication system and the 'Ptolemaic system in astronomy,' you will think it possible to see him (the slave) as a free-born person, as he is free to see you as a slave too. True law is right reason in relationship with nature, that is of universal application and unchanging, while justice is the right measure of equity that is constant, with unfailing disposition to giving everyone his legal due.

Discussion

From the results as highlighted, effective communication and public relations services get to a sound level height of societal trends and orbit. We have a leadership that enjoys the goodwill (successes) of a political party without necessarily engaging in public communication. It is important to note that perception is ideally, a primary issue in governance, because, it is an art which is concerned with a force in action of science; the mind sees in reflection, something, or conceives an idea, hatches or blends it to produce positive or negative trends, and because all trends have their limitations, the perceiver is limited in his hatchery or blend to the knowledge he has about the object or substance in use. Today, we have the reoccurring decimal of fuel tanker fires because ethics are thrown to the dust bin – the Federal Government has failed in its responsibility on government affairs, of putting in measures that would eliminate or reduce the trend to the barest minimum. Using effective communication in public relations affairs, the Federal Ministry of transport, tanker owners and oil companies should have the responsibility of ensuring that the drivers who drive the trucks used in carrying fuel are literate enough to read and understand the 'highly inflammable' words written on these trucks.

According to Ikegbune (2014), "Integrity is not just a virtue we should hold as individuals but it is important that it translates into our business operations as well. Integrity is more than a virtue that we hold because of our religious or moral affiliations; it is actually a critical part of sustained business prosperity. It is in the everyday decisions we make, it is in recruiting the right people, in conducting due diligence with our suppliers and vendors, it is in making sure that every decision we take is the right one when it comes to our business operations. That is what sets one apart as a business with integrity."

Conclusion and Recommendations

This paper re-examines the relationship between communications, marketing, effective public relations services, effective communication, and corporate governance. It also examines communication as a process of complex attribute to maintaining relations between organisation and its publics or between one individual and another or the nexus between government and its people and publics or other governments; or groups and another, through effective communication. According to Platts (1975), "Whereas in former times it was isolation that made for change, now it is the impact of one nation on another, leading to wholesale borrowing of words, and new technologies requiring new words to describe their processes, that are the biggest factors influencing change in language." And as she further expressed; "It

is calculated that there are about 3,000 separate spoken languages in the world today, apart from dialects. In the past, when tribes split up and settled in new localities, their speech soon evolved into something quite distinct from that of their kinsmen left behind. Even today, dictionaries and phrase books have constantly to be brought up to date to cope with the rapid changes taking place in all our languages."

Expressing 'Jung' analysis, as stressed in Platts book 'communications,' "Every artist has a compulsive need to explain his beliefs and his view of life through his own medium, and the extent to which his message is received depends on the willingness of his public not only to have an open mind, but also to make some effort to improve their understanding of the richness, as well as the limitations of the chosen art form, for 'the artist has at all times been the instrument and spokesman of his age.'" This work reveals that in governance, every leader needs to approach each action as though it were his last, 'dismissing the wayward thought, the emotional recoil from the commands of reason, the desire to create an impression, the admiration of self, the discontent with his lot.' To take notice therefore and, to see how little a man needs to master, for his days to flow on in quietness and piety. The researchers therefore recommend that: it is the duty of chief executives of organizations, corporate bodies and governments to ensure that effective communication models are used in public relation matters, for good governance at all levels of societies.

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