

ROLE OF PUBLIC RELATIONS IN GENDER CONFLICT RESOLUTION
(A STUDY OF FIRST BANK OF NIGERIA PLC.)

BY

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APPROVAL PAGE

This is to certify that research work “Role of Public Relations on Gender Conflict Resolution” (Study of First Bank Nigeria Plc) is the original work of Nnebedum Ogochukwu faith with Registration Number MC/2010/490 of Mass Communication Department, Faculty of Management and Social Sciences, Caritas University.

This work has been approved as meeting requirement for the award of Bachelor of Science (B.Sc.) in Mass communication.

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Dedication

This work is dedicated to the almighty God..

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Special thanks to God almighty for his grace, mercy and blessing upon me, for also giving me the strength and ideas through this work.

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Abstract

This study “Role of Public Relations on Gender Conflict Resolution. (A Study of First Bank Nigeria Plc, Emene, Branch), seeks to study the term gender conflict, in addition to the importance and effective practice of Public Relations. It covers the important roles which a Public Relations practitioner performs on the Bank and also the Qualities of Public Relations practitioner. A critical review to related literature were made. Relevant theories were used to gratify the study, that the social responsibility theory, which was used to describe Public Relations as social responsibilities of maintaining a good and mutual relationship between the banker and customers and environment in which it operates. The sample size of 171 were used using Taro Yamane formular. The researcher made use of survey research method. The questionnaire and oral interview was used for data collection. Data was presented in tables and a descriptive approach is adopted in analysis using chi square. Finally, the researcher made some recommendation including, Public Relations practitioners complained that management does not consult them on policy –making plan or even inform important matters. This can be resolve if only the management realize the important roles of the Public Relations. The management should likewise show concern toward the effective practices of Public Relations practitioners. When this is done we can be sine of a conducive working environment.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Gender is a general term that refers to girls, boys, women and men. Gender can also be defined to include the roles of males and females in the society. A gender perspective in conflict would look at the way in which the considerations of these different groups of people will be dealt with during the transitional justices process. Female's experience of conflict and transitions however differ from the of males due to gendered patterns that define different roles and experiences during both conflict and post- conflict. Whenever there is interaction between two individuals, there are chances of difference of opinion. Gender and conflict then, refers to the ways women and men are affected in times of conflict.

Conflicting situation is a situation in which two or more values, perspectives and opinions are contradictory in nature, have not yet aligned or agreed upon yet. Conflict may be defined in many ways and can be considered as an expression hostility, negative attitudes, antagonism, aggression, rivalry, and misunderstanding. It is also associated with situation that involves contradictory or irreconcilable interests between two opposing groups. A simple definition of conflict is that it is any tension which is experienced when one person perceived that one's needs or desires are or are likely to be thwarted or frustrated (Gupta and Joshi, 2008). A conflict is more than just a disagreement. It is a situation in which people perceive a threat (Physical, emotional, power, status etc) to their well – being and is caused by the differences and clash of personalities – attitudes, beliefs and values and needs, Conflicts are inherent in any interpersonal relationship, its management is integral to the

performance of any organization. Conflict management involves acquisition of skills relating to conflict resolution, self –awareness about conflict modes, conflict communication skills, and establishing a structure for management of conflict in your environment. Banking industry is the backbone of any economy. Progress of any country is directly or indirectly influenced by soundness of banking system of the country. In globalized world, trade and commerce would almost be impossible with the availability of suitable banking services.

The handling of conflict resolution in an organization or in the political realm of a state is major function of Public Relations. It is an essential skill of Public Relations manager to prevent gender conflict resolution rather than finding solutions when crisis erupt. The use of fire brigade approach in finding solution to problems that arises in banking sectors is described as “Remedial Public Relations” by Haywood (1984) where as “preventive Publics Relations” is what many scholars advocate in public relations practice. This is “the prevention of crisis in an organization through effective communication network between the organization and its publics in order to engender understanding, acceptance, goodwill, respect, efficiency, good welfare and mutual support ad co-operation”. In order to handle conflict resolution in our organizations, and be in a position to apply Public Relations as a strategic management option for survival and growth, Nwosu (2004) says that Public Relations practitioners should see themselves as managers as well as carryout their functions as skilled and knowledgeable managers in a manner similar to what exist or is the dominant paradigm commercial organizations. This is therefore, the key to the reduction eradication of the unceasing crises in organizations arising from areas management – employee relations management – trade –union relations, cultism organizational politics,, ethnic and

sectional chauvinism and personality clashes. In the same vein, researcher reported that male managers preferred power and authority while female managers used communication before resorting to using power (coercion). Also, female supervisors were found to use coercion less than male than male supervisor and often after other resolution styles do not yield desired results (Mulac, Siebold, & Farris, 2000; Lamude & Torres, (2000).

This implies that female supervisors in first Bank tend to ultimately use coercion if necessary. The research reported that subordinates see coercive – based technique as negative while the rewarding, referent and expert – based techniques were seen as positive by the subordinates. Reflecting on conflict management effectiveness

Faniran (2002) and Adekunle (2004) reported that experienced managers were found to be more effective in managing conflict situations than less experienced managers. The authors further reported that working experience rather than gender of the manager has been found to have significantly influenced conflict management effectiveness. Also, the bankers argue that experience male and female managers were found to be equally effective in managing conflict though their attitude may be quite different. First bank solve gender issue by giving all their customers male and female change to exercise their fundamental human right according to bank ethnic. In the current dispensation of Nigeria political realm, gender is a big threat in the society, where the First Lady of Nigeria is fighting tooth and nail for federal government to recognize female in the working sectors. Ladies should be give 50% chance of opportunity. This chapter therefore, focuses on the importance and the acquisition of necessary skills and knowledge in conflict resolution management among

organizational heads, and other general crises management skills, including how to handle the media and bad press “during crises in First Bank Plc. Emene, Enugu.

1.2 Statement of Problem

From the above background, its obvious that gender conflict is a negative element that is highly unwelcomed in the banking sector. Conflict decreases growth and brings about instability in the banking industries. It brings about unhealthy competition among other Mega Banking Sectors. This development is critical as foreign and domestic investors will be sceptical that their huge investment would be safe, fear and insecure as well as lack of trust and confidence will prevail. Thus, for the continuity of development for First Bank to be guaranteed, the need for Public Relations roles in managing conflict in the First Bank can not be over emphasized.

1.3 Objectives of the Study

- i. To find out whether Public Relations play a vital role in conflict resolution between First Bank and other mega banks.
- ii. To find out whether racism of gender inequality of income or sex and lack of labour affect the working force of First Bank Plc.
- iii. To find out whether unhealthy competition affect the global market of banking industries in First Banks Plc. Emene branch.
- iv. To find out whether gender conflict decrease the growth and brings about instability in the banking industries.

1.4 Research Questions

The researcher formulated the following question:

- i. Does Public Relations play a vital role in conflict resolution between First Bank and other Mega Banks?
- ii. To what extent does racism of gender inequality of income or sex affect the working force of First Bank Plc?
- iii. Does unhealthy competition affect the global market of banking industries in First Bank Plc. Emene Branch?
- iv. Does gender conflict affects the growth and brings about instability in the banking industries?

1.5 Hypotheses of the Study

The researcher made use of null hypothesis

- Hoi; Public Relations does not play a vital role in conflict resolution between First Bank and other mega Banks.
- H₀: Public Relations play a vital role in conflict resolution between First Bank and other mega Banks
- Hii; Racism of gender inequality of income or sex does not affect the working force of First Bank Plc.
- H₀: Racism of gender inequality of income or sex affects the working force of First Bank Plc.

1.6 Significance of the Study

This study will benefit many government officials and co-operate organizations in conflict resolution and management as few work have been done on the subject. Also it will serve as a starting point for other researchers who will be interested in the subject of this research. It will also be beneficial to Emene communities and Public Relations experts as more knowledge has been gained from the research. The research of this kind becomes necessary as its finding provides the Public Relations practitioners with comprehensive and broad knowledge of what could be the effect of corporate social responsibility for enhancing community relations. In essence, the study will serve as a useful guide for future researcher to either validate or reject the finding of the study.

1.7 Definitions of Terms (Operational Definition)

The terms are operationally defined as follows: The meaning of key words that constitute the research problem and some key words that may be used frequently in course of this research work will be defined as sub-headings to ensure proper and easy understanding of the study.

The following salient concepts have been conceptually defined for the study.

Crisis Management: Black (1999) defined crisis management as the process by which organization deals with any major unpredictable events that threatens to harm the organization, it is responding to unforeseen circumstance with no time to plan ahead.

Management: Wehrich (1994) opted management as the process of designing and maintaining an environment in which individual working together in groups efficiently accomplish selected aims through planning, organizing, staffing, leading and controlling.

Public Relations: (1987) also defined Public Relations as the forms of planned communication outward or inward between an organization and its public for the purpose of achieving specific objects concerning mutual understanding.

Resolution: A firm decision to do or not to do something, the quality of being determined or resolute. It also a process of settlement of dispute among smaller and mega banks to gender conflict.

Conflict Resolution: Conflict resolution conceptualization as the methods and processes involved in facilitating the peaceful ending of conflict.

Gender Conflict: Gender conflict is based on the cultural beliefs various societies have established concerning the roles men and women play in those societies

CHAPTER TWO

LITERATURE REVIEW

This chapter is concerned with the review of related study on the topic; “Role of Public Relations in Gender Conflict Resolution, (A study of First Bank Plc.) Emene Branch, Enugu.)

The chapter is arranged under the following headings:

- 2.2 Review of Concept
- 2.3 Review of Related Studies
- 2.4 Theoretical Framework
- 2.5 Summary.

2.2 Review of Concept

The following Concepts were reviewed;

The concept of public relations

The Gender Conflict

The Gender Relations

2.2.1 The Concept of Public Relations

The concept of Public Relations is one of the fundamental principles in industrial relations, marketing and image building of corporate organization social groups religious institutions, military groups, institutions of leanings, government and individual interest. The idea ever had through the external factors (human factors) as a catalyst that imitates against the goal or effective achieving of any organization be it profit oriented or otherwise.

All the literature for this study is sourced from relevant books and other publications related to this works. The researcher sourced her literature from books also literature for the study came from articles, features published in professional journals, magazines, newspapers and other documents.

The British institute of Public Relations (IRR), says “Public Relations practice is the deliberate, planned and sustained effort to establish and maintain organization and its public.

The definitions are very practical oriented because it touches on the need for researcher to assess the situation and the implication of what is discovered.

Secondly, it shows that Public Relations programmes must be planned.

Finally, Public Relations action must be socially responsive. An organization is judge by its behaviour. Public Relations is about good will and reputation. It is also agreed among experts that Public Relations is a management function which affects all facts of the structure of an organization and its target publics.

2.1.2 The Concept Gender Conflict

According to women, gender conflicts are caused by the absence and asymmetry of power on relation to men, and the limits to their political participation which restricts their autonomy and involvement in decision – making process at local regional and national level. The armed conflict is one of the strongest expressions of these problems, as women are treated as the spoils of war by all the armed actors.

The question of gender extends to the LGBT population (Lesbians, gays, Bisexuals, and transsexuals) for when conflict is rooted on the cultural discrimination

which they suffer, the lack of employment opportunities which forces them to earn a living through prostitutions thereby exposing them to a range of acts of violence.

In this direction, domestic violence is one of the causes and consequences of the problem of gender, and grassroots movements are calling for immediate and effective action to address these issues. Education appear essential to achieving this aim and to building and regaining gender equality in a diverse society.

2.1.3 The Concept of Gender Relation

Sex, gender, gender relation, gender matters, being classify a man or a woman entails a difference in access to material and symbolic resources and rights all around the world, as the fearly global gender cap Report documents (world economic Forum 2009).

But apart from this rather simple (and simplistic) truth there has been a long and controversial discussion about the concept of “gender” and its implications.

Judith Lorber (2008:538) defines gender “a social institution based on three structural principles: the division of people on two social groups, “men and women, the social construction of perceptible difference” between them and their differential treatment, legitimated by socially produced differences”.

I speak of gender relation in this chapter on order to stress that gender is a relational category. In most societies, this concerns the relations of “men and women” as already indicated by Lorber. It also implies that as an institution gender has a structural dimension and a process dimension. This means that the social, economic, cultural, linguistic and religious systems. We live in tend to be very stable.

They deeply affect our individual behaviour and beliefs. Individuals and groups act within these structural and through their action they shape and change the structure they live on. How the structural and process related dimensions of gender interact, through has been a matter of ongoing discussion in social and feminist theory.

2.2 Review of Related Studies

Two literatures reviewed in the course of this research work. I will briefly analyze some of them.

The first is James .E Gruig (2001), the role of Public Relations in management it contribution to organizational and societal effectives, speech deliver in tayped, Taiwan.

The first work to be review is journals by James E. Gruig (2001), a professor of Public Relations Department of Communication University of Maryland College Park, Maryland 20742 U.S.A.

The researcher beings the study of excellent Public Relations by addressing the research question posed on the request for proposals issued by the IABC research foundation.

How, why and to what extent does communication contribute to the achievement of organization objectives?

Finding shows that many organizations do not manage communication properly strategically and that those programmes do not make their organization more effective. Thus, the researcher added what it called the excellence question.

How must Public Relations be practice and the communication function organized for it to contribute the most to organization effectiveness.

2.2.1 Conflict

We live in a fast darning world dominated by news of one conflict succeeding another. Other terms associated with conflict are strife, dispute and even crisis life as French research guy Debord First pointed out following the May, 1908 popular uprisings in Paris, has become one huge spectacle of moving history dominated by unidirectional communication of the grand, the spectacular, as defined by the Lens of the television camera. Those unable to play and prepare for how to respond to this grand medium when the unexpected hits them are often swept aside by the current of history. This admonition clearly conveys the importance of Public Relations in the socio-economic life of any organization and even a nation, as they are expected to pre-plan and anticipate events so as not be taken unawares.

According to Cutlip SM Allen (1985), Conflict are a continuing feature of social existence. It is not the absence of conflict that marks out a great nation but the manner on which conflicts are resolved (Akin Ibidopo Obe 1997), A simple definition of conflict will suffice at this point. According to Robert Apple by (1994) conflict could be seen as any personal divergence of interest between groups or individuals.

Another definition is that conflicts are behaviours intended to obstruct the achievement of the goals of other persons (Apple by 1994).

In the past, conflict has been over looked by behaviour scientists partly because it was felt that conflict was damaging to an organization and efforts should be concentrated on measure to create harmony at al times. Conflict is however now treated seriously as an important aspect in the proper understanding of organization behaviour.

It has since been realized that not all conflicts are harm and that perhaps a certain level of conflict is inevitable. The need therefore is to understand the caused of conflict and to develop constructive measure to control and use the energies realized by conflict.

Modern management practice emphasizes the need for free expression and encourages open communication especially between superior and subordinates, between leader and the led and also methods of continuing consultation and negotiation.

Types of Conflict

In organizations, those types of conflict are possible;

- Within an individual
- Between individual
- Between individual and groups
- Between groups in the same organization.
- Between organizations.

More so, the causes of conflict that are quite prevalent include industrial relations, sabotage regulation and deregulation, financial difficulty (mismanagement) Product failure, make change and managerial incompetence. The major resource of conflict includes:

- The need to share scarce resources difference in goals between organization units
- Interdependence of work activities on organization.

- Difference on values, attitudes or perception among members of different units.
- Ambiguously defined work responsibilities and communication problems.

Public Relations on the heart of modern business concern, furthermore, Public Relations is activated as a social management philosophy as well as an expression of such philosophy or policy precision. Public Relations involves actions resulting sound policies and two – way communication which contributes to the implementation of such policies explaining, revealing, defending and promoting them to understanding of the public. These elements should embody the reference point in deferring how much an organization’s management respects the principles of the Public Relations practice either as a remedy or negligence on Public Relations (Sam Black, 1999:48) most times, the indulgence, of Public Relations practitioners in any management policy decision depends on the importance attached to the Public Relations by the organization; event though the policy decision taken has in nay way involves Public Relations matters. A Public Relations practitioner should have easy access to the top management in order to help him understand and interpret intelligently the policy guiding the organization for effective implementation of desirable Public Relations practices.

The Public Relations department is therefore not only important for creating good image of an organization to the public but for the creation of a conducive and cordial working relationship among staff and management director.

2.2.2 Role of Public Relation on Conflict Management

In this direction Auberg, C. et al (1968), the general principles of Public Relations in conflict resolution team from daily business concern to focus on the problem. Centralize and control the flow of information through team. Have a designated spokesman,

- Develop a strategy base on a worst case scenario.
- Aim at containment, not at suppression
- Identify potential allies advance and call them for support.
- Have a long-term plan ready.
- Release the conflict resolution team. Test your plan and the system with a fire drill.

Specifically, the role of Public Relations in conflict management requires the adoption of a sharp focused and frustration to management and the conflict leading up to it often appears wasteful and unnecessary. Conflicts between managers at different organization levels or between accomplishments. Broad conflict within a society or between societies are often tremendously costly not only economic terms but also in term of human welfare and human life also on term of human welfare and human life, recall in the economic terms but also on congress federal Government strike over the fuel pump price like.

2.2.3 Issues Management and Crisis Communication

Public Relations Practitioners on many organization and Public Relations firms view issues management and crisis communication as specialized Public Relations programs, rather than as integral parts of the overall role of Public Relations in strategic management. Typical practitioners conduct normal Public Relations

Programs such as media relations and product publicity. They may even have crisis communication plans ready in advance, plans that emphasize the logistics of communication during a crisis rather than a policy that specifies what to do about the problem that produced an issues or crisis.

In contrast our theory of strategic Public Relations views all Public Relations as issues management. Public Relations Professionals identify potential issues by scanning the environment for public likely to be affected by the consequences of organizational decisions. Then they manage issues “by participating in the management decisions that create the consequences that publics are likely to make an issue of research on crisis shows that a majority of all crises is caused by management decisions rather than by accidents or natural disasters. As a result, most crises occur because management did not communicate with strategic public about potential issues before the public created an issue and eventually a crisis.

Finding also shows that Public Relations have added value to the largest society as well as to specific organizations.

To determine this values the researcher look at theories of business social responsibility ethnic and conflict resolutions to identify excellence Public Relations to society a swell as organizations.

To study the value of excellent Public Relations, the researcher first review previous research on excellence on management and searched for explanation, what it means for an organization to be effective. It was learned from organizational theory that an organization is effective if it achieves the goals it sets for itself.

Another study that underscore the role of Public Relations on conflict resolution was conducted by Amodu Landre Olaolu 29 November, 2013, publish by Laplambert academic.

Conflict resolution on Niger Delta: The study examine the community relations strategy's use by oil companies in managing the crisis on Nigeria Delta. The study population comprise the community relations units of oil companies on the Nigeria Delta (among which are shell, Chevron and Agip were selected) methods of data collections were employed. The respondents for the survey were randomly selected while those for the interviews and focus groups were purposively selected.

Back, J. (1968) State, that conflict between oil companies and post communities have serious implications for two parties and the communities' relation strategies adopted by the selected oil companies were not adequate in preventing and resolving conflict in the Niger Delta. That was because there was a lacuna between the strategies the oil companies believe host communities referred for conflict resolution and the ones actually preferred by those communities.

The research, therefore, suggested that to reduce conflict between oil companies host communities in Nigeria Delta, Companies should be mindful of conflict propelling factors. Identified by the respondents and stated on the work, they should improve on their community relations strategies on order to impress the community and most importantly, they should introduce grassroot approach to the implementation of their strategies, particularly the Global Memorandum of understanding (GMOU) for optimum results.

2.2.4 The Evolution of Modern Public Relations

The word “Public Relations” the research thought to have actually been used first in 1807 by president Thomas Jefferson, while drafting his 7th address to the congress, deliberately or mistakenly wrote Public Relations instead of the words “State of the Union” it is in the USA too that we owe the modern development of Public Relations.

Modern Public Relations practice evolved through three stages.

- Press agency
- Information
- Understanding

Press agents were employed by show men to create situations designed to get the news and pictures of the performers published in newspapers. Press agent was born in 1835. He employed press agents who published his business newspaper and magazines. They had as their motto, “let the people be fooled” informing.

In the early 1930s, there was a growing pressure on business men to recognize the need to inform the public about business operations. Eminent scholars derided business people for being ruthless and for exploitation of labour, that the people should be given facts about the business. This led to the changing of the motto from “let the people be fooled” to “let the people be informed” understanding.

The third phase of modern Public Relations came with Edward Bernays. Public Relations practitioners in 1920 recognized that Public Relations should not only be in informing but should serve a greater understanding of Public Relations attitudes towards business in order to achieve goodwill.

2.3 Theoretical Framework

Ike (2005) defines theory as an attempt to explain a phenomenon or a symbolic creation designed to explain why phenomenon occur in the pattern we observe. A theory is an organized systematic body of knowledge that explain natural phenomenon.

One key theory that formed that foundation for this study is:

Social Responsibility Theory

This research used social responsibility theory as the theoretical framework.

Fred .S. Siebert quoted by Egbon (1995) say that social responsibility theory rests on preposition that whoever enjoys freedom has certain obligation to the society and freedom without a responsibility is meaningless. The Theory quoted on Ogusiji (1989, post that the power to her monopoly position of the media, to see that public have enough information on issues concerning them on order to make information decisions.

This theory is based on the obligation that the Public Relations practitioners perform and sever the various public of pioneers, try to educate and make sure that there is good relationship between pioneers and it public. Public Relations should create a good feed but mechanism between the pioneer's organization and its publics.

Underling the social responsibility as it related to Public Relations practice is that individuals and organization should think and ask in globally accepted manner. This must have caught the attention of Nwosu (1996), when he states that Public Relations is working in and being guided by public interest considerations or being socially responsible in order to be socially accepted.

2.4 Summary

In essence, it is correct to say that Public Relations bring cordial relationship and create mutual understanding between the management of organizations and its public.

The researcher has been able to select and review related literatures to her study, including appropriate theory which is clearly understood that Public Relations practices are inevitable for the well being of any organizations as well as promoting conducive environment whether the organization is profit making or non-profit making and the Public Relations policy is important for success in any organizations.

In the literature review, methods on definition and the meaning of Public Relations, gender conflict, gender relation, roles of Public Relations on conflict management, and crisis communication and the evolution of modern Public Relations were reviewed to ascertain how they related to this study.

The summary of the review literature confirms the importance of the Public Relations Manager, who is identified to be the eyes and the ears of the organization.

CHAPTER THREE

RESEARCH METHODOLOGY

The methods and approaches used in this research work will be discussed in this chapter. The research tools and techniques used in analysing the study will also be explained as well.

3.1 Research Design

A design is generally referred to as a formulated framework as a plan of action of which a given piece of work is expected to follow. A research design, therefore, a plan for research work aims at providing guidelines which the research work is being conducted.

The study has a descriptive survey research design. The method of questionnaire and intensive are used on data collection. Data are presented on table and a descriptive approach is adopted in analysis.

3.2 Population of Study

In this research work, the population is found by all members of the internal staff, First Bank Nigeria Emene Branch in which it is a sum total of 300 personal officer through the Public Relations officer

3.3 Sampling and Sampling Procedure

This implies a proportion which was taken as a representative of the whole population and which conclusions are made on them based on the data which they give

was taken to be peculiar to all member of the whole population. In relation to the study, systematic random sampling method was adopted in order to obtain a true representation of all categories of the staff. The sample size of the population is 171 from the population of study

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

Where ; n = Sample size

N = The entire population

E = Level of significant

I = Unit (Constant)

Based on this, the establishment data (n) were computed thus;

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

$$\text{Where } n = \frac{N}{1 + N(0.05)^2}$$

$$\frac{300}{1 + 300(0.05)^2}$$

$$\frac{300}{1 + 300(0.0025)}$$

$$\frac{300}{1 + 0.75}$$

300

1.75

=171

Description of Research Questionnaire

The main instrument used for data collection was questionnaire and personal interview. The questionnaire for this study had closed ended items, open items which were relevant to the study.

3.4 Validity and Reliability of Gathering Instrument

To ensure validity of the research instrument, a pre-test copy of questionnaire were produced and given to researcher's supervisor for input and also to ensure that the study does deviate from the scope.

3.5 Method of Data Collection

The researcher collected the data from the respondents' one on one. The researcher utilizes the two effective method of data collection; these are oral interview and questionnaire. Oral interview because of its advantages on giving more in depth information

However, the questionnaires were personally distributed and the researcher made the collection. This is to enable their opinion without being bias on the role of Public Relations on general conflict resolution.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

In this section of the research, a close study was made from the returned questionnaire and the data collected were presented on simple percentages and tables.

Analysis and interpretation were equally carried out. A total number of one hundred and seventy one (171) questionnaires were administered out of which one hundred and forty (140) were returned.

However, this chapter deliberated and analysed the series of information gathered from the respondents the researcher deemed it fit to analyse the collected data and chi-square was also used on testing the hypotheses.

DISTRIBUTION OF THE QUESTIONNAIRE

Table 41

No. of Distribution	%	No of Received .	%	No. of Questionnaire %	No. of Questionnaires %	Total
Questionnaires		Questionnaires		not recovered	Wrongly filled	
171	100	& in use 140		10	21	

The table above shows that distribution table of questionnaires, that out of 171 questionnaires distributed 140 representing % received while 10 representing % were not recovered 21 representing % were wrongly filled and discarded. So the 140 questionnaire that was correctly filled were presented for analysed.

Table 4.2

Demographic Data presentation and Result

Option	Frequency	Percentage
Male	90	64.2
Female	50	35
TOTAL	140	100

The table above indicates that of 140 respondent's quare male representing 64.2% of the population while so were female representing 35.7% of the population.

Table 4.3

Age Distribution of Respondents

Option	Frequency	Percentage
30-40 year	90	64.2
41-50 years	50	35.7
51-60 years	20	14.3
TOTAL	140	100

The table above show that under 30 tenons of the age of respondent were 30 represented by 21.4% were 30-40 years represented by 28.6% were 50 were 50 years represented by 7 and 51-60 were 20 represented by 14.3.

Table 4.4**Marital status of Respondents**

Option	Frequency	Percentage
Sigel	45	32.1
Married	75	53.6
Divorced	20	14.3
TOTAL	140	100

The response show that 45 were single represent by 32.1 while married were 75 represented by 53.6 and divorced were 20 represented by 14.3 of the population.

Table 4.5**Educational Qualification Held**

Option	Frequency	Percentage
FSLC	-	-
SSCE	10	7.1
OND	30	21.4
HND/BSC	50	35.7
PHD	50	35.7
TOTAL	140	100

The table shows FSLC was Nil – were SSCE holder represented 10 by 7.1 % held OND represented 30 by 21.4 % HND/BSC were 50 represented by 25.7% and PHD were 50 represented by 35.7%

Table 4.6

Years of Service

Option	Frequency	Percentage
Under 10 years	30	21.4
10-20	20	14.3
21-30	20	50
31-40	20	14.3
TOTAL	140	100

The table above indicates that 30 respondent were employed from under 10 years presenting 21.4%, 20 were from 10-20 years representing 14.3% 20 were employed from 21-30 years representing 50% and 20 were employed from 31-40 years representor 14.3% .

Table 4.7

Respondent Response Public Relations Play Total

Does Public Relations Play a Vital Role on conflict Reputation between First Bank and other Mega Banks

Option	Frequency	Percentage
Yes	90	64.3
No	50	35.7
TOTAL	140	100

The above table indicate 90 represent by 64.3% strongly agree that public relation practice play a unitas role on conflict resolution between First Bank and other mega bank, while 50 represent repented by 35.7% disagree. As the case may be First Bank Nigeria Emene branch do not play a unitas role on conflict resolution between first bank and other mega bank.

Table 4.8

Respondent Responses Equality of Income Does Equality of Income or Sex Affect the Work Force of First Bank Plc

Option	Frequency	Percentage
Yes	100	71.4
No	40	28.6
TOTAL	140	100

The table above indicates response were 100 respondents represented by 71.4% yes that equality of on come or sex affect the work force of First Bank Plc while 40 respondent represented by 28.6 disagree.

Table 4.9

Do you agree that the Public Relations Practice has helped to Create and Secure Understanding on the external Public on Order to Patronize the Bank.

Option	Frequency	Percentage
Agree	50	57.1
No opinion	20	14.3
Disagree	40	28.6
TOTAL	140	100

The table about indicates 80 respondents represented by 57.1% strongly agree that Public Relations practice has helped to create and secure understanding on the external public on order to patronize the bank 20 respondents represent by 14.3% had no opinion while 40 respondents represented by 28.6% disagree.

Table 4.10

Do You agree that Public Relations Programme of First Bank Nigeria Plc Semen is Suitable Enough to Improve National Economic through the Civilities of the Bank.

Option	Frequency	Percentage
Agree	100	71.4
No opinion	-	-
Disagree	40	28.6
TOTAL	140	100

The table above indicate 100 respondent represented by 71.4% strongly agree that Public Relation programme of First Bank Nigeria Plc Emene is suitable enough to ampoule national economy through the activities of the bank, while 40 respondents represented by 28.6 disagree .

Table 4.11

Public Relations Practice his Contributed Immensely Nigeria Plc Emene

Option	Frequency	Percentage
True	120	85.7
False	20	14.3
TOTAL	140	100

The table above indicate that 120 respondents represent by 85.7 agree that Public Relations practice has contributed immensely on enlacing bank operation on First Bank of Nigeria Plc Emene. While 20 respondent disagree by 14.3%.

Table 4.12

The Public Relations Department of First Bank Nigeria Plc Emene Branch Been Able to Provide Breakthrough During Conflict or Crisis the Bank may be Facing.

Option	Frequency	Percentage
Yes	110	78.6
No	21.4	21.4
TOTAL	140	100

The table above shows that 110 respondents representing 78.6% agree that Public Relations department of First Bank Nigeria Plc. Emene branch been able to provide breakthrough dousing complicit or crisis the Bank may be facing which 30 responded represent represented 21.4% disagree.

Table 4.13

How do Respondent Response View of Public Relations Practice you View this Public Relations Practice of Fist bank Nigeria plc Emene.

Option	Frequency	Percentage
Good	110	78.6
Fair	30	21.4
Bad	-	-
TOTAL	140	100

The table about show that 110 respondent represent 78.6 agree that Public Relations practice of first bank Nigeria Plc Emene.

Table 1.14

gender respondent response conflict affect the growth of banking industries.

Does gender conflict affects the growth and brings about instability on the banking industries.

Option	Frequency	Percentage
Agreed	120	85.7
Disagreed	20	14.2
TOTAL	140	100

The table above indicate 120 respondent represented by 85.7 strongly agreed that gender conflict affects the growth and prong about instability on bank industries while respondent represented by 20 had 14.2 disagreed.

Table 4.15:

Respondents response high level of employment do you agree that higher of level of employment among female caves crisis.

Option	Frequency	Percentage
Agree	40	28.6
No opinion	20	14.3
Disagree	80	57.1
TOTAL	140	100

The table above indicate 40 respondent presented by 28.6^ strongly disagree that higher level of employment among female censes crisis respondent represent by 20% had 14.3 while 80 respondents represented by 57.1% agree.

Table 1.16

Do you agree that unhealthy compaction affect the global market of banking industries in First Bank Emene branch

Option	Frequency	Percentage
Agreed	120	85.7
Disagreed	20	14.4
TOTAL	140	100

The table above indicate 120 respondent represented by 85.7 strongly agreed that geared conflict affect that growth and bring about instability on the banking industries, while 20 respondent represent 143 disagreed.

Table 4.17

Respondent response methods of crisis settlement have these methods of crisis settlement used by the Public Relations department been effective

Option	Frequency	Percentage
Agree	90	64.3
No opinion	10	7.1
Disagree	40	28.6
TOTAL	140	100

The table above indicate that 90 respondent represented by 64.3% strongly agree that the methods of crisis settlement used by the public relations department been effective 10 respondents represented by 7.1% while had opinion and 40 respondent represented by 28.6 disagree.

Table 4.18

Respondent response Public Relation strategies

Do you agree that Public Relations strategies can be they use full on the settlement of crisis?

Option	Frequency	Percentage
Agree	90	64.3
No opinion	20	14.3
Disagree	30	21.4
TOTAL	140	100

The table above indicates 90 respondent represented by 64.3% strongly agree that Public Relations strategies can be very use full on the settlement of crisis while 20 respondents represented by 14.5% hard no opinion, while 30 respondent represented by 21.4 disagree.

Table 19

Respondent response public relations expert

Public relation expert are not effectively and regularity use in dispute resolution

Option	Frequency	Percentage
Agree	120	85.7
No opinion	-	-
Disagree	20	14.3
TOTAL	140	100

The table above show that 120 respondents represented by 85.7 agree that Public Relations expert are not effectively and regularity use on dispute resolution while 20 respondent represented by 14.3% disagree.

Table 20

Respondent response performance of public department

Hoe would you rate the performance of the Public Relations department towards crisis management

Option	Frequency	Percentage
Excellent	50	35.7
Good	80	57.1
Fair	10	7.1
No opinion	-	-
TOTAL	140	100

The response show that 50 were excellent represented by 35.7% while good were 80 represented by 57.1 and fair were 10 represented.

4.2 Hypothesis Resting

In hypothesis resting, the data dreary presented and analysed on the beginning of this chapter will be used on testing the hypothesis.

Hypothesis One

Hi: Public Relations does not play a viral role in conflict resolution between First Bank and other mage banks.

Ho: Public Relations play a lintel role on conflict resolution between First Bank and other Mega Banks

Option	Frequency	Percentage
Yes	90	64.3
No	50	35.7
TOTAL	140	100

Option	O	E	O	(O-E)²	(O-E/E)²
Yes	90	70	30	400	5.71
No	50	70	-20	400	5.71
Total					11.42

$$X^2 = 11.42$$

$$\text{Level of significance} = 0.05$$

$$\text{Degree of freedom} = 1$$

$$\text{Table value } x^2_u = 3.841$$

Decision Rule

Since the calculated value is greater than the statistical figure table 11.4 > 3.841, we reject the null hypothesis H₀, which states that public relation play a vital rule.

Hypothesis Two

Hi: Racism of gender inequality of income or sex affects the working force of First Bank Plc.

Ho: Racism of gender inequality of income or sex affects the working force of First Bank Plc.

Using Table

Option	Frequency	Percentage
Yes	100	71.4
No	40	28.6
TOTAL	140	100

$$\frac{140}{2} = 70$$

Option	O	E	O - E	(O-E)²	$\frac{(O-E)^2}{E}$
Yes	100	70	30	900	12.9
No	40	70	-30	900	12.9
Total					11.42

$$X^2 = 12.9$$

Level of significance = 0.05

Degree of freedom = 1

Table value x^2_u = 3.841

Decision Rule

Since the calculated value is greater than the statistical figure table 12.9 > 3.841, we reject the null hypothesis H₀ and accept the alternative H₁ which states that equality of income or sex affects the working force.

Discussion

In this section the data presentation and analysis above show that two hypotheses which were tested were all accepted because they all received greater statistical support. Based on this the following findings were made.

First of all hypothesis H₁ which states that Public Relations play a total role in conflict resolution between First Bank and other mega Banks. This is correct because the intern receive greater support.

Secondly hypothesis two states that racism of gender inequality of income or sex affects the working force of First Bank Plc.

Response to answered on research question will be discussed.

Research Question One

Does Public Relations play a total role on conflict resolution between First Bank and other mega Banks.

The aim of this research question is to find out if public relations play roles on conflict resolution between First Bank and other mega Banks. The data on table 7, 9 and 11 were used to answer this research question.

Table 7 shows 90% respondent represent 64.5 strongly agreed that Public Relations play total roles on conflict resolution between First Bank and other mega Banks. While so respondent represent 35.7 disagree as the case may be First Bank Nigeria Emene branch do not play a total role in conflict resolution between First Bank.

Table 9 shows 80 respondent represented 57.11 strongly agreed that Public Relations proactive has help to create and secure understand only on the external public on rudeness to patriae the bank while 20 respondent represent 14.3 has no pointier, while 40 respondents represent 28.6% disagreed.

Table 11 shows 120 respondents represent 85.7 agreed that Public Relations prestige has contrite immensely in explaining bank operation on First Bank of Nigeria Plc Emene while 20 respondent disagree by 14.3.

Research Question Two

To what extent does racism of gender inequality of income or sex affect the working force of First Bank Plc. The aim of this research question is to find out the extent of racism of gender inequality of income or sex affect the working force of First Bank Plc.

The data of table 8.15 were use to answer this research question.

Table 8 shows that 100 respondent represent by 171.4% agreed that equality income or sex affect the working force of First Bank. Plc while 40 respondents represent by 28.6 disagreed.

Table 15 show that 40 respondent represented by 28.6% strongly disagreed that higher level of employment among female causes crisis while 20 respondent represent 14.3 while 80 respondent represented by 57.1 agreed.

Research Question Three

Does unhealthy compaction affect the global market of banking industries on first Bank Plc Emene branch.

The data on table 16 answered this research question, it shows that 90 respondent represented by 64.3 agreed that unhealthy compaction affect the global market of banking industries on First Bank Ememe branch while so respondent represent 35.7 disagreed.

Research Question Four

Does gender conflict affect the growth and bring about instability on the banking industries. The aim of this research question is to find out if gender conflict affect the growth and bring about instability on the banking industries that data on table 16 answered this research question it shows that 120 respondent represented by 85.7 shingly agreed that gender conflict affect the growth and bring about instability on the banking industries while 20 respondent represented 14.3 disagreed.

From the findings above it is absolvers that Public Relations play viral roles on conflict resonations and has contribute immensely on enhancing bank corporations on First Bank Nigeria a plc.

It also shows that gender confect affect the growth and bring about instability on the baking Industries.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

This chapter deal with the summary of the research, recommendation and conclusion also, with the suggestion for further studies.

The chapter tried among others to review discussions and interpret the roles of public relations gender conflict resolution with special attention to First Bank Nigeria PLC Emene Branch Enugu State.

5.1 Summary

The researcher after a careful analysis, interpretations and hypothesis testing came up with this summary. It seems necessary now to sum the difference segment of work. Conflict management involves acquisition of skills relating to conflict resolution, self-awareness about conflict modes, conflict communication skills, and establishing a structure for management of conflict in your environment. Banking industry is the backbone of any economy. Progress of any country is directly or indirectly influenced by soundness of bank system of the country. In globalized world, trade and commerce would almost be impossible without the availability of suitable banking services.

From the analysis gather in this project, there is no doubt that the Public Relations is strong and plays a vital role in gender conflict resolutions in Enugu State.

Also the three hypothesis tested gave statistical support that the Public Relations is very relevant and plays important role in gender conflict resolution even if

they are limited by many hindrances. Despite the odds the researcher was able to arrive at specific and reliable solution to the researcher problem

5.2 Conclusion

The role of Public Relations in gender conflict resolution cannot be over emphasized.

From the result of the research carried out, it is obvious that Public Relations help in contributing immensely to First Bank of Nigeria PLC Emene Branch. The researcher reported that working experience rather than gender of the managers has been found to have significantly influenced conflict management effectiveness.

Also, the banker argued that experience male and female manager was found to be equally effective in managing conflict though their attitude may quite differ.

First Bank solve gender issue by giving all their customers, both male and female chance to exercise their fundamental human right according to bank ethic

5.3 Recommendation

The recommendation will be drawn from the statement of problem and overview problems faced by public relation practitioners.

Based on the finding and conclusion of this study the following recommendations were made;

1. Public Relations practitioners complained that management does not consult them in policy-making plan or even inform them on important matters. This can be resolve if only the management realise the important roles of the Public

Relations. The management should likewise show concern towards the effective practices of public relations practitioners. When this is done we can be sure of a conducive working environment.

2. Another problem which can be solved is the banks' inability to disseminate information or reach its public. The bank has to either consult a Public Relations practitioner to do it or improve the aid of an in-house Public Relations agency. In fact, one of the functions of Public Relations is to write press release, report and organised press conference. Therefore, there must exist a good relationship between the Public Relations and the media.
3. Public Relations practitioners should be consulted at all times in policy-making decision and important matters concerning the bank because the good image which the bank has is through the efforts of the Public Relations practitioners.

5.4 Suggestions for Further Studies

The researcher due to the scope and delimitations restricted the project on the role of Public Relations in gender conflict resolution, but she suggested the following for further studies;

1. The role of Public Relations on mass media management
2. Role of Public Relations on power of communication revolution and its potency in achieving development in democracy
3. Role of Public Relations on crisis management
4. Public Relations on rural mobilisations and socio-political awareness.

Finally the government, professional bodies and the philanthropists amongst other should assist on the sponsorship of these programmes and projects as this will help this generation.

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Department of Mass Communication
Faculty of Management & Social
Sciences
Caritas University
Amorji – Nike
Enugu.

31st March, 2004

Dear Respondent,

I am a final year student from mass Communication department, Caritas university, Amorji – Nike. I am conducting a study Role of Public Relations in gender conflict resolution performance with particular reference to first bank Nigeria, Emene, Enugu.

Please, kindly give your response to the question attached. This is for academic purpose only

Thanks for your co-operation

Yours faithfully,

Nnebedum Ogochukwu

QUESTIONNAIRES

1. What is your gender
(A) Male [] (B) Female []

2. What is your age bracket?
(A) Under 30 years []
(B) 30 – 40 years []
(C) 41 – 50 years []
(D) 51-60 years []

3. What is your status?
(A) Single []
(B) Married []
(C) Divorced []

4. What is your educational qualification?
(A) OND/HND []
(B) Degree Certificate []
(C) Professional Degree []

5. What is your year of service

(A) Under 10 Years []

(B) 10 – 20 []

(C) 21 – 30 []

(D) 31 – 40 []

SECTION B

6. Does Public Relations play a vital role on conflict resolution between first bank and other Mega Banks

(A) Yes []

(B) No []

7. Does equality of income or sex affect the working force of First Bank Plc.

(A) Yes []

(B) No []

8. Do you agree that the Public Relations practice has helped to create and secure understanding on the external public in order to patronize the bank

(A) Agree []

(B) No opinion []

(C) Disagree []

9. Do you agree that Public Relation programme of First Bank Nigeria Plc. Emene is suitable enough to improve National Economy through the activities of the Bank?

(A) Agree []

(B) No opinion []

(C) Disagree []

10. Public Relation practice has contributed immensely in enhancing Bank operation in First Bank of Nigeria Plc. Emene?

(A) True []

(B) False []

11. Has the Public Relations department of First Bank Nigeria PLC, Emene branch been able to provide breakthrough during conflict or crisis the bank may be facing?

(A) Yes []

(B) No []

12. How do you view this Public Relation practice of First Bank Nigeria Plc. Emene

(A) Good []

(B) Fair []

(C) Bad []

13. Do you agree that higher of level of employment among female causes crisis
- (A) Agree []
- (B) No opinion []
- (C) Disagree []
14. Have these methods of crisis settlement used by the Public Relations department been effective?
- (A) Agree []
- (B) No opinion []
- (C) Disagree []
15. Do you agree that Public Relations strategies can be very usefully on the settlement of crisis?
- (A) Agree []
- (B) No opinion []
- (C) Disagree []
16. Public Relations experts are effectively and regularity use in dispute resolution?
- (A) Agree []
- (B) No opinion []
- (C) Disagree []

17 How would you rate the performance of the Public Relations department towards crisis management?

(A) Excellent []

(B) Good []

(C) Fair []

(D) Don't Know []