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SCHOOL OF GRADUATE STUDIES AND RESEARCH.

**ASSESSING THE ROLE OF PUBLIC RELATIONS AS AN INSTRUMENT TO
PROMOTE NATIONAL SECURITY: A CASE OF THE GHANA ARMED FORCES.**

BY:

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**A THESIS SUBMITTED TO THE SCHOOL OF GRADUATE STUDIES AND
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MASTER'S DEGREE IN PUBLIC RELATIONS.**

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OCTOBER, 2020.

CANDIDATE'S DECLARATION

I hereby declare that this submission is my original work and that, to the best of my knowledge, it contains no material previously published by another person, nor material which has been accepted for the award of any other degree in any University, except where due acknowledgement has been made in the text. All sources of borrowed materials have been duly acknowledged.

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SUPERVISOR'S DECLARATION

I hereby declare that the preparation and presentation of this dissertation was supervised by me in accordance with the guidelines on supervision of dissertation laid down by the Ghana Institute of Journalism.

 Signed

2nd October, 2020.

Dr. Esther Naa Dodua Darku

Date

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DEDICATION

All praise to God for his protection, wisdom and knowledge throughout the period of study.

This work is dedicated to the Faculty of Public Relations in the Ghana Institute of Journalism.

Also, to all lecturers of the institution who contributed immensely in molding us morally and academically to serve society better. Finally, this research work is dedicated to my family and guardian who have been a supportive rock throughout my stay in school.

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ABSTRACT

The study sought to investigate the role of public relations as an instrument to promote National Security using the Ghana Armed Forces as a case study. The specific objectives include to explore the use of public relations as a communication tool of the Ghana Armed Forces; to explore the challenges associated with the implementation/use of public relations in the Ghana Armed Forces and to determine the importance of public relations to the Ghana Armed Forces. The study adopted the quantitative approach to research where 50 military officers were sampled as well as 50 civilian employees. In total, a sample size of 100 respondents were obtained. The study used descriptive, explanatory and cross sectional research designs. The instrument used for data gathering is a well-structured questionnaire. The questionnaire was mainly closed ended and it helped for consistent coding and analysis with the help of IBM SPSS (version, 20). Mainly descriptive analysis was conducted to analyze the objectives of the study. Results showed that the channels of communicating with the public by the Ghana Armed Forces mostly include press releases. Finally the study concluded that public relations is important to the Ghana Armed Forces. Military officers indicated that Public relations is significant in enhancing a positive image of the military. Civilian employees however indicated that one challenge of military public relation officers is that they are not experts.

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CHAPTER ONE

INTRODUCTION

1.0 Background of the study

The world over, certain state apparatus/mechanisms are set up by the government to maintain peace, national security, safeguard lives and properties, enforce law and order amongst others (Narasi-Anyijuka, 2014). In Ghana, one of such bodies is the Ghana Armed Forces (GAF). Traditionally, the Armed Forces was set up decades ago and was tasked with the responsibilities of protecting Ghana's borders against war and terrorism as well as enforcement of executive order (Alemika, 2010). However, it is quite nauseating that the Military has not been able to respond to the security challenges in the country due greatly to certain structural constraints. In recent times the perception of the military has largely been based on civilian brutality rather than the protection of the citizenry. Some perceptions evolving is that the Ghana Armed forces is an institution of "bullies". But this cannot be entirely true especially if not proven. Secondly, there is not enough information reaching out to the populace on the duties of the Ghana Armed forces.

Therefore, the public has largely lost their trust, respect and support for the armed forces because of the institution's ineffectiveness. Perturbed by the poor image of the Armed Forces the Public Relations Department as a statutory function of the force has been resourced. It must be pointed out that in spite of the creation of the Force's public relations offices, further information was not reaching the populace about the activities of the Armed forces on the streets. This calls for significant research into the framework of the public relations of the Ghana Armed Forces. According to Muhia (2010), public relations has been classified as a general duty function and it is subsumed under the administration department. As such, less public relations impact is felt in

the Force's activities. Hence, the need arose to, as a matter of urgency devise a professional way of managing the crisis of growing battered image of the Ghana Armed Forces (Massey, 2003).

The need for active public relations in the Ghana Armed Forces is that this tool of communication emphasizes strategic planning, policies formulation, effective crisis management which involves overcoming misconceptions and prejudices (Klepka, 2019). The supreme advantage of using public relations plans and programs for image management and reputation is, of course, well-planned effort to make a desirable impact on the organization's image. Imperfections arising from using public relations as a method of image management are largely attributed to lack of holistic approach and extreme focus on communication (Dairo, 2017). In essence, every available public relations tool suitable for use for such an organization's image must be used which includes press releases, advertising, press conference, sponsorships, open-door meetings with the community or some stakeholders, organizing shows and so on. Since public relations is about creating a favourable image, Massey (2003) citing Treadwell and Harrison (1994), signalling the importance of Public Relations points out that organizational image management is important for two reasons; first, images determine stakeholders' cognitive, affective and behavioural responses towards the organization. Second, shared images make possible the interdependent relationships that exist between organizations and stakeholders.

In a nutshell, image management should be tackled by holistic public relations approach since the organization's reputation is driven by behavior, communication, visual appearance, result/performance as well as exogenous factors (such as media messages, gossips, other stakeholders review and appreciate). Institutional inadequacies, numerous media reports on various vices, eyewitnesses' accounts, recent photograph and video recordings of some brutalities by military officers are all pointers to the insensitivity, inefficiency and ineffectiveness of the force.

These had in no small measure affected the public perception and image of the institution. As such, the relationship between the Armed forces and the public is generally hostile in spite of the fact that the military is considered a friend to its own jurisdiction. Consequently, Ghana's confidence in the Ghana Armed Forces as a law enforcement agency has been gradually eroding over the years. Therefore, there is a serious need to reposition the public perception and image of the Ghana Armed Forces which can be done through effective professional public relations practice and research.

1.1 Military-Civilian relationship in Ghana.

The relationship between the Military and civilians over the years has been a friendly one until some brutalities were recorded in April and July this year (2020). News items have shown that there are unresolved issues between the activities of the military within the space of civilians in Ghana. Some civilians are of the view that the military is almost often ready to engage civilians in a battle. From social media and other traditional platforms, civilians have bemoaned the activities and brutalities of civilians. This has caused some tension and apprehension between civilians and the Ghana Armed Forces. On the other hand, the military has never admitted to any brutality and have continued to issue statements only to debunk what civilians say about them. After some brutalities were recorded in April and July this year (2020) the military has marginally begun a campaign through their communication team to perform and organize social intervention programs that will change the mindset of civilians or defuse their perception about the military. This has barely been successful.

1.2 Problem Statement

The significance of public relations in security services in Ghana cannot be undermined because of the various mishaps and scenes that have largely caused some amount of pain to the civilian community. Scholars in Ghana especially have failed to appreciate or discuss the essence of public relations in the communication protocols of the Ghana Armed Forces. In other jurisdictions, however, scholars have given credence to the nature and significance of public relations in security services. For instance, Oluwasola (2016) assesses public relations as a tool for repositioning the image of the Nigerian Police Force using the Lagos State police command as a study. Oluwasola (2016) established that public relations is an important communication tool for enhancing image. More recently, the study by Klepka (2019) presents selected relations between the media and the security of the state. Danladi-Ali, (2013) focuses on the role of the media in national security in Nigeria in the period 1960 and 1999. While much focus has been given to public relations in the security service in other jurisdictions very little has been done when it comes to significant research in public relations and the Ghana Armed Forces in Ghana. This failure and weakness in research have left a knowledge gap that ought to be filled. Hence, this study will assess the role of public relations as an instrument to promote National Security.

1.3 Research Objectives

The goal of this research is to assess the role of public relations as an instrument to promote National Security using the Ghana Armed Forces as a case study.

The following represent the specific objectives of the study;

1. To explore the use of public relations as a communication tool of the Ghana Armed Forces

2. To explore the challenges associated with the implementation/use of public relations in the Ghana Armed Forces

3. To determine the importance of public relations to the Ghana Armed Forces

1.4 Research Questions

The following represent the research questions of this study;

1. What are the uses of public relations as a communication tool of the Ghana Armed Forces?

2. What are the challenges associated with the implementation/use of public relations in the Ghana Armed Forces?

3. What is the importance of public relations to the Ghana Armed Forces?

1.5 Significance of the study

The current study is significant in various aspects. This study will help to foremost, fill the knowledge gap and provide some empirical evidence in Ghana's case that has been lacking for long. The study will help to reveal the challenges associated with public relation activities in the Ghana Armed Forces. The study will serve as a guideline for policy changes in public relation framework of the Ghana Armed Forces. The study will serve as an empirical reference point on which new studies in this area can be conducted.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This section of the study delved into the theories that explained the concept of public relations and national security. The second part of this section explored similar studies conducted by other scholars on the subject of public relations and national security.

2.1. THEORETICAL FRAMEWORK

According to Bradford (2017), a theory is a set of ideas that is intended to explain why something happens or exists. Bradford (2017) further defines it as a principle on which a subject is based. Theories are foundations for furthering scientific knowledge and for putting the information gathered into practical use. Theories are concise, coherent, systematic, and predictive and broadly applicable often and generating many hypotheses.

2.2. Effective Models (theories) of Public Relations in the Security Sector

This section of the study provided a tentative breakdown of the concept of public relations, its technical makeup and the principles that guide its application in Ghana's security sector. The section began with a critical theory of public relations which explained the entire concept of public relations in varying sectors. This theory is relevant in providing a simplistic viewpoint of the application of public relations. Furthermore, this section continued by providing a very good understanding of how public relations and its application is effective to the security sector. Therefore theories of media behavior as well as the model of new trends for national security and

media were all assessed and discussed to provide some knowledge on the effectiveness of public relations in the security sector.

2.2.1 Critical theory of Public Relations

The critical theory was developed by Wiggershaus (1994) and further revised by (Rush, 2004). Critical theory has its origins in Marxist analysis of society and the economy. In a nutshell, Marx argued that power was determined by ownership of the means of production (capital), which lay in the hands of the bourgeoisie (the owners, or middle classes). The proletariat, or workers, had power in as much as they provided the labour to operate the capital, producing surplus value that ultimately created wealth. Marx proposed that this profit was not distributed equally and that, ultimately, the proletariat should overthrow the bourgeoisie in order to seize control of the means of production and redistribute wealth.

Critical theorists (Wiggershaus, 1994; Rush, 2004) take elements of Marxism to analyse phenomena (objects, systems and events) that interest them. When examining PR, critical theorists go beyond the immediate practice of PR, to look at PR in its societal and economic context. For critical theorists, systems theories like those proposed by Grunig and his colleagues are incomplete since they ignore the context of PR in terms of its origin in, and impact on, existing power relations in society. Generally, critical theorists argue that PR practitioners perpetuate the ability of both corporations and government to maintain a privileged position in society, usually by dominating the news agenda and excluding minority voices from public debate.

Critical theorists suggest that Public relations is inherently tied to corporate interests. For example, Davis (2000) found that the production of business and security news is, in fact, the work of a select few parties— specific journalists, analysts, major shareholders and shareholding institutions

and corporate Public relation practitioners. This theory has become very relevant to this study because of the impact it has in explaining the concept of public relations. This theory provides a simplistic viewpoint on the concept of public relations.

2.2.2 Theories of Media Behaviour

Media and the Soft Power of Information In the era of globalization and interdependence, various elements of power, mainly the military and economic sphere, have been narrowed substantially to accommodate a comparatively significant aspect of national power, that is, the advancement in information and communication technology.

Since the 1990s, many political scientists, thinkers and strategists have recognized and acknowledged information as the fourth element of power and have identified it as a growing and demanding sphere (Kiras, 2009). This power remains important in the contemporary era and aims to help and alter the relative utility of the other three elements – economic, diplomatic and military power. In his book published in 1990 named *Bound to Lead: The Changing Nature of American Power*, Harvard University Professor, Joseph Nye, highlighted on the emergence and importance of the aspect of soft power, arguing that the notion of power was fast-changing in the world politics and international relations. He defined soft power as the ability to obtain the outcome one wants by attraction and persuasion rather than by coercion (Rid & Hecker, 2011).

The concept itself emerged with the development of Information Technology, neoliberal theory and globalization in International Relations, and deeply entwined communication as an ideal tool of soft power. He argued that displays of power did not reside in worldly resources but in the ability to change the behaviour of the States and the people and to be able to control the political environment through such mediation (McNamara, 2006). He stated power as becoming less

coercive as both military and economic power had their limitations due to factors including cost, time and place. Rather than using force to deliberate other countries to act in the manner, one wants, soft power was required to shape beliefs and preferences of other countries based on the attractiveness of culture and ideology (Nacos, 2000). Thus, for the effective use of the concept of soft power, it became important for the State to use information and communication to deliver its message and intent to its own public, its neighbours and the world in general.

Media formed an integral part of this tool, which helped disseminate information in a faster and effective method, helping nations interact and also integrate, and continues to play a significant role as a soft power in today's world to help build and manage perception. Information, as an element of soft power, is therefore used as a strategic tool by countries to further their interests and prolong their presence in world affairs (McNamara, 2006). As a strategic instrument, information through media heavily relies on the understanding of the historical, cultural, linguistic, religious and ethical issues of any nation, which may have an effect on its individuals and population located within the boundaries of the strategic environment (Nacos, 2000). Also, information as an element of power disseminated through media is a psychological dimension that can be effectively used for winning a war or conflict.

2.2.3 New Trends for National Security and Media

Choi and Hon (2002) indicated that there has been a change in news reporting and information handling with an increase in the media pressure on State, to extract and attain information on security-related issues of public relevance, mainly from the officials and the Government. This has, in turn, played an impact upon national security decision making depending on its relevance and sensitivity (Choi & Hon, 2002), and creating an impact that resonates with the public mood.

Reports regarding national security have also forced the administration to react to the reports published in the newspaper or broadcasted in the television channels, receiving positive or negative support by the media and the public depending on the actions taken by the authorities.

It has become important for the officials to provide information on national security to the media because along with independent civil society actors, the media plays an important role in monitoring security institutions and helps to ensure their effective functioning and accountability to the public (Cheney & Dionisopoulos, 1989). They remain vital elements in shaping the public debate on security policy and decision-making and helps in educating the general public on national security and related policies. Many official services such as the Defense and the Police in Ghana have also established media relations offices, similar to the West, as a realization of the need to constructively engage and manage their relationships with the media and to communicate more freely with the journalists.

However, the need of the hour is to strike a careful balance between the media and the security institutions. Limited and false coverage of national security and policy issues will only ineffectually educate citizens to act in a crisis situation, but if media coverage is specialized and detailed with official and expert reports, it will help the public be more prepared and knowledgeable (Choi & Hon, 2002).

2.2.4 Informatory system theory of National Security

Csaba (2002) developed the theory of Informatory system of National security where the dissemination of security information is well explained and conceptualized. According to Csaba (2002) informing the users is the most important stage of the intelligence cycle, because this is the

part when it becomes clear whether the intelligence was useful for the users. At this time, the whole process is evaluated as the users decide whether the products of the intelligence were useful to them.

Csaba (2002) indicated that intelligence services develop their informatory system based on this. In the system, there are different, predetermined types of information. Information can be distinguished based on their periodicity, subject, extent, level of procession and urgency. As for periodicity, there are daily, immediate, periodical (weekly, monthly, yearly etc.) and ad hoc information. The subject is mainly determined by the information requests of the users, but certain information might cover more than one subject and can offer a full, global-scale review about a given question.

The extent of reports can be quite varied, but they should never be too long because users have a limited time to read intelligence reports. The level of the procession is defined by the nature of intelligence. Aside from that, the aim of the information also influences how deeply the user should be informed. The urgency is defined by the content of the information. It means how urgent it is for the user to receive the information necessary to make a decision.

Aside from informing the users, intelligence services have obligations to supply information, which is also part of the informatory system. They send certain reports not directly to the end-users, but to the state organizations obliged to cooperate with each other. Instead of analyzed-evaluated material, piles of information are sent to these organizations. However, this process needs some analytical-evaluative work, too: the data need to be systematized, classified and supplemented.

2.3 Public relations of security agencies in Democracies

The role of public relations in deliberative democracy has long been a focus of debate (Hon & Brunner, 2002). Scholarly definitions of public relations emphasize its potentially positive influence and relevance in security agencies operating in democratic states. However, in practice, public relations is most widely used as a strategic tool for corporates and security agencies in democratic governance to realize self-interest and advantage in competitive environments contexts that do not necessarily lend themselves to democratic engagement (Moloney, 2006). Public relations practitioners tend to frame their activity in terms of reputation management through communication in security management (Chartered Institute of Public Relations, 2013); Public Relations Institute of Australia, 2015; Public Relations Society of America, 2015; Public Relations Society of India, 2015).

The instrumental approach to public relations poses a problem for understanding it as a positive force in democratic deliberation. Deliberative theorists emphasize the importance of rational, reasonable, open and inclusive debates among citizens to reaching legitimate decisions about how society should be governed (Chambers, 2012; Dryzek, 2000). Meanwhile, certain aspects of public relations nonetheless pose particular problems in light of these normative conditions. These are the fact that self-interest, rather than the common good, is its driving force; the fact that campaigns encompass a wide range of types of discourse, not only rational argument; and the fact that public relations tends to be used most widely by already dominant groups in society, further increasing their power and distorting debates in favor of their interests. None of the criticisms is easily addressed, not least because of the plentiful evidence of their validity. The implicit response in public relations is to suggest that contribution to democracy is more complex than its ability to adhere to deliberative norms.

2.4 Importance of Public relations in the Security Sector

In established democracies, free and independent media play a crucial role in overseeing the work of core security and justice providers (Heath, Waymer & Palenchar, 2013). The media inform citizens about the work of law enforcement and defence institutions. They encourage people to participate in, or dispute decisions made by executive, legislative or judicial authorities on key issues related to public safety and security (Heath, Waymer & Palenchar, 2013). Some public relation entities also fulfil a watchdog function by shedding light on abuses and cases of mismanagement by formal security sector institutions. From the point of view of the security authorities, engaging constructively with the media can add to their own legitimacy and that of security and justice providers. In parallel, citizens can enhance their understanding of what the security sector is and how it works thanks to well-researched media reporting on related issues.

Public relations officers and other members of the media often acknowledge the importance of strengthening their role in security sector governance (Jo, 2005). However, many media practitioners still face various obstacles and tend to encounter special challenges when reporting on security-related topics (Heath, Waymer & Palenchar, 2013). These challenges can include: blocked or restricted access to information that is considered sensitive; a lack of trust between security institutions and the media; and an under-developed awareness of their own role and modern definitions of security. Journalists and other members of the media may also lack sufficient working knowledge of relevant media laws and legislation. They are often not systematically aware of the particular issues to be considered when covering a specific security-related event. In addition, they are often unaware of the impact social media can have on security sector coverage.

2.5 Impact of Public Relations on Security

Scholars such as Jo (2005) and Hon & Brunner (2004) have partly studied the impact of public relations on security. Jo (2005) found that there is a significant association between public relations and security in communities. Aspects of the studies conducted by Hon and Brunner (2004) further showed that public relations has a positive impact on security services in most communities with potential of war and crimes. In communications theory, the term community is defined as a cohesive group of people having a unifying theme and being held together by different things that they share, such as work, territory, ideals and skills (Wilmont, 1995).

Security professionals need to demystify themselves and their profession so as to become a part of the organizational community, and concurrently help people understand their own responsibilities within that same community (Klepka, 2019). This will go a long way towards the inclusion of information security consciousness in the corporate culture. This is not advocacy for removal of accountability, but rather a suggestion that a holistic approach to the management of the human elements of a security plan is best.

In the field of public relations, practitioners are always seeking cost-effective ways to reach target audiences and disseminate positive messages about the clients (Hon & Brunner, 2004). In the face of various interests of all kinds of stakeholders, public relations practitioners have to be cautious about managing relationships with different audiences. Hendrix (2001) once stated that a public relations practitioner acts as a counselor to management, and as a mediator, helping to translate private aims into reasonable, publicly acceptable policy and action. The roles played by public relations practitioners are varied and significant depending on the relational circumstances between organizations and publics (Klepka, 2019).

2.6 Empirical Literature

The research work by Oluwasola (2016) assesses public relations as a tool for repositioning the image of the Nigerian Police Force using the Lagos State police command as a study. Over the years the Nigerian police have experienced public scorn and apathy due to unprofessional conducts, lack of proper communication, extra judicial killings, lack of commitment amongst others. It becomes necessary therefore to put in place mechanism that will address the inadequacies in the force particularly as it affects public perception of the institution. 200 copies of questionnaires were distributed to two study population. Data obtained from Lagos command police officers, members of the Nigerian public, two crime reporters, deputy police public relations officer, Lagos command and two public relations consultants were analyzed using several analytical techniques to examine relationship among variables under investigation. Findings from the research work showcased that although, the Nigerian Public Relations Department (NPPRD)'s activities is beginning to penetrate into the minds of the public, its current media relations practice must be addressed. Therefore, concerted efforts must still be made to completely erase police negative image. Such effort will achieve unprecedented success when backed by adequate public relations and communications.

The study by Klepka (2019) presents selected relations between the media and the security of the state. The subject of consideration is the area of communication about security, with particular emphasis on the specificity of news about security. The issue of coverage of armed conflicts was also analyzed in detail, pointing to its main implications. The article also indicates what active efforts undertaken by the media are related to the security of the state. In this context, attention was focused on media campaigns for security and the role of the media in crisis situations. The

study posited that the role of the media in a crisis situation is first of all to inform, but also to observe and present to the individual the rational, probable threats resulting from the crisis. It is extremely important in such a situation to abandon the practice of escalation of sensation typical for the media, in favor of pragmatic information. Subsequently, the role of the media consists of reporting the rescue operation, the operation of institutions, bodies, entities, staffs that act to avert the effects of the crisis or reduce its consequences.

The main concern of the research conducted by Muhia (2010) was to underscore the critical role played by Public Relations in creating better understanding between Public Organizations and the Public. Appreciating the critical role played by both the Military and the Police in national development, it is important for all stakeholders and more specifically the Citizens who pay taxes to finance and sustain the institutions also understand them. The main findings of the Study concluded that a Public Relations as practiced today is still weak and require some re-engineering of Public Relations in the Government and more specifically in MOSD and the Police Department. Re-training and re-tooling will be required, adequate budgets and more personnel require to be provided. There must also be deliberate efforts to develop communication strategies.

The study by Narasi-Anyijuka (2014) explored the Role of PR in promoting government development programmes with special focus on Microfinance Support Centre Limited in Kampala. The study was guided by four objectives including; (i) To analyze the practice of public relations activities in the operations of Microfinance Support Centre limited and other Government development programmes; (ii) to explore how public relations can be integrated in the management

structures of Microfinance Support Centre limited and other Government entities, (iii) to examine the effect of public relations interventions in promoting Microfinance Support Centre limited and other Government Development Programmes and (iv) to investigate the relationship between government development programs and media. To achieve the above objectives, the study employed three data collection tools i.e. questionnaire, key informant interview and secondary data source. The findings revealed campaigns, lobbying, propaganda, professional ethics, and corporate social responsibility as PR practices while product promotion, special event management, crisis management, and managing adverse publicity were cited as means of integrating PR.

Implementation of public policy, coverage of government activities, reporting to the citizenry on agency activities, and increasing the internal cohesion of the agency found to be the effects of PR. There is a relationship between Government Development Programs and media. The study concluded that very little information is available about the practice of PR in Ugandan government institutions, given the fact that some institutions do not have fully established PR units. The study recommends that there should be independent and well-established PR departments and directorates in all government MDAs at the strategic level to enable the PR practitioners participate in making decisions.

The study by Danladi-Ali, (2013) focuses on the role of the media in national security in Nigeria in the period 1960 and 1999. The Nigerian mass media since independence has faced the greatest challenge of how to make itself relevant to the Nigerian society. The study has discussed the role of the media in national security in Nigeria from 1960 to 1999. It has shown that from the beginning the Nigerian media was rocked by problems of interference in the discharge of its duties.

These problems include that of ownership interest, political interference, military dictatorship, the proliferation of media houses and ownership interest. These problems tended to overwhelmingly have control on the media and hindered it from the objectivity it should pursue. The study shows that some of the national security problems created by the media are; cultural insecurity, cultural invasion, the craze for western entertainment, government secrecy and national security. The study argued that newspaper orientation in Nigeria shifted towards reinforcing tribal and sectional loyalties in preference to national unity and integration. This in itself is a threat to security. Media reports greatly heightened tension since Nigeria's independence. On the whole, the media contributed more than any other sector to restoring the current democracy in Nigeria.

In the study by Sedler (2018), the author has discussed the media and national security from the perspective of the First Amendment, not only with its legal doctrines and principles, but also with the values of the First Amendment and its function in a free and democratic society. The author emphasized that there is no national security or state secrets exception to the requirements of the First Amendment, and have concluded that with very limited exceptions, the government cannot prevent or sanction the disclosure of information by the media on the ground that the disclosure is harmful to national security. The author has then discussed the process by which the media voluntarily refuses to publish information on the ground that the disclosure of the information will seriously harm the national security.

The study conducted by Hussain (2008) aims to analyze the role of media particularly of Pakistani print media and its impact at the time of nuclearization of South Asia in May 1998. It is observed,

while analyzing the news stories and headlines related to that event, that the print media in Pakistan was more than patriotic as it followed the nationalistic approach and highlighted the popular and mass perception to help the state fulfill its national security obligations. The potential of media as a force multiplier and a weapon of war must be realized. Failure to recognize and counter enemy's handling of media could lead to unprecedented military and national failures. It must be realized that today decisions are no longer based on events but on how the events are presented. Thus, the obvious answer is that in the contemporary technological era, the media would continue to be a tool to pursue the national interests effectively.

This study conducted by Dairo (2017) explored the symbiosis that exists between national security and communication from the Nigerian perspective as both variables influence each other. Communication within a nation can threaten the security of a nation, just as much as issues of national security can impact the information that pervades various institutions in the society including the media. The systems theory formed the theoretical framework for this study, highlighting the nation as a holistic system dependent on connected elements including national security and communication. National stakeholders should understand and explore the link between these two concepts as a route for effective decision - making, peace and security within a nation. Nigeria must realize the efficacy of communication as a tool in solving internal and external threats to national security and use it to its advantage in ensuring peace and stability within its borders and in its interaction with foreign counterparts.

The aim of the study as conducted by Montagnese (2012) was to provide an up-to-date picture of the situation concerning the use of Social Media by organized groups (states, movements, terrorist groups, criminal organizations, public institutions, companies, etc.) and to measure its present and future impact on national security, outlining the principal risk scenarios for a state's interests. Since Social Media are extremely quickly evolving and are facing a many-sided interaction with geoeconomic and socio-cultural elements, it is important to constantly monitor how they develop, analyse how they work, and measure their potentialities.

This process aims at making the states not be caught by surprise in case of potential offensive use of Social Media by adversaries and at changing such innovative tools into resources of primary importance, to be ready for all the bodies involved in the protection of the national security. Therefore, a national "Social Media Strategy" added to in-depth and up-to-date knowledge about Social Media can help developing high capabilities of prevision and analysis (e.g. monitoring conversations and content shared on Social Media), arranging effective methods to counter adversaries' propaganda and interferences (e.g. releasing certain information and/or multimedia content via Social Media in order to hinder propaganda or disinformation campaigns), improving governmental agencies and institutions' performances (e.g. more inter-institutional information-sharing and quicker decision-making thanks to the use of customized Social Media), strengthening a state's geopolitical position and its international credibility (e.g. carrying out influence operations with the integrated use of Social Media and other media).

VanSlyke and Scanlan (2008) studied the evolution of public relations with a focus on countries in Transition. As a region in transition, Latin America presents a number of challenges for foreign multinationals needing to conduct high quality, effective and honest public relations. The public's lack of trust of institutions, in particular, is an obstacle to establishing mutually beneficial relationships with key publics. With its regional community relations program, BellSouth has been able to succeed in generating trust and positioning itself as a leader in corporate responsibility. The return on the program has been excellent, considering that BellSouth Proniño was funded by re-allocating existing budgets. BellSouth's Latin American companies are able to be a part of a much larger, regional project allowing them to position themselves as leaders of corporate responsibility throughout Latin America. In a larger sense, BellSouth Proniño points the way for other corporations and their public relations counsel to follow. In the final analysis, as Tilson (2004) notes: Corporate responsibility should be a priority for public relations professionals who counsel top management, and good citizenship an integral part of every strategic public relations plan. In so doing, the profession not only can best serve its interests and those of its employers but also can help transform societies into ones that are civil, ethical, and equitable for all peoples.

O'Dougherty (2004) investigated the Public relations in private security. In this paper, the author examined the weekend night curfew imposed on youth under 16 years of age at the Mall of America (MOA). The discussion is based on qualitative research including twenty-six-weekend observations of the curfew enforcement, interviews with the security of color subcontracted by mall management to enforce the curfew, and media analysis of public relations efforts concerning disturbances and lawsuits involving security guards and youth of color at the mall. The author argue that MOA security measures are closely linked with public relations (PR) and that a central

function of PR as a support for security is to veil the racial dynamics motivating management policies at the mall. Key illustrations of the PR security links and aims are seen in the campaign to “sell” the curfew, which displaced issues of racial and generational inequalities onto moralizing discourses of property, safety, and family values, and in the deployment of security of color to accomplish friendly exclusions and managed inclusions of youth.

Eleftherakis (2009) explored the view on the Role of Information Security on ICT-enabled Judicial Systems South-East European Research Centre (SEERC). The increased Internet penetration and the demand for more transparent, efficient, effective and less bureaucratic services are only few of the reasons that led European Commission (EC) to commit to a modernization of governments and their transition from paper-based to electronic solutions. One of the most sensitive aspects every government should consider in the context of such a modernization is the field of Justice. Although most of the procedures are highly inefficient they are proven to work and there is a very high risk involved in tampering with these or the data they deal with.

The most prominent issue is guaranteeing that any information flowing within judicial electronic systems are treated securely. The most common security objectives in information systems supporting judicial activities are rather similar to the ones most critical systems have. Although this is not surprising, security research under a specific scope, such as this of Justice, cannot be considered redundant: the most common reason for security protocols failures is due to changes in the system and the environment and as field experts very often point out, there is no such thing as a plug and play solution when it comes to security.

Sarairoh (2013) investigated Secure Data Communication System Using Cryptography and Steganography. The information security has become one of the most significant problems in data communication. So it becomes an inseparable part of data communication. In order to address this problem, cryptography and steganography can be combined. This paper proposes a secure communication system. It employs cryptographic algorithm together with steganography. The jointing of these techniques provides a robust and strong communication system that able to withstand against attackers. In this paper, the filter bank cipher is used to encrypt the secret text message, it provide high level of security, scalability and speed. After that, a discrete wavelet transforms (DWT) based steganography is employed to hide the encrypted message in the cover image by modifying the wavelet coefficients. The performance of the proposed system is evaluated using peak signal to noise ratio (PSNR) and histogram analysis. The simulation results show that, the proposed system provides high level of security.

CHAPTER THREE

METHODOLOGY

3.0 Introduction.

Henning (2004:36) describes methodology as coherent group of methods that complement one another and that have the ability to fit to deliver data and findings that will reflect the research question and suit the researcher purpose.

This chapter presents an overview of the method used in the study. Areas covered include the the research design, research approach, study population, research setting, sample size and sampling techniques, study instruments, data collection procedure, data sources, and the analytical tools and techniques to be used in the study.

3.1 Research Design.

According to Kothari (2004), research design is a plan, roadmap and blueprint strategy of investigation, conceived to obtain answers to research questions. It is the heart of the study. Creswell (2003) states that, the research design would dictate the way a study is to be conducted. There are mainly three research designs- descriptive, exploratory and explanatory designs and this current study adopted the descriptive research where it allowed the researcher to describe the responses of the target group using descriptive statistical tools. The study also adopted the cross-sectional research design. Malhorta, Hall, and Shaw (2007) defined cross-sectional design as a type of research design involving the collection of information from a given sample of population elements only once. This design will be used because data will be gathered from the target respondents only once.

3.2 Research Approach

The study was conducted using the quantitative approach to research. According to Burns and Grove (2005), quantitative research design is a formal, objective, systematic process in which numerical data are used to obtain information about the world. Quantitative approach was used because the study interpreted opinions using figures to represent an objective view.

3.3 Target Population.

Christensen, Johnson and Turner (2011) define population as the full set of elements or people from which samples are drawn. According to Kumekpor (2002), the population refers to the total number of units of the phenomenon to be investigated that exists in investigation. The population considered in this study are civilians and Military officers of the Ghana Armed Forces. These persons are chosen because of their level of involvement in overall Public relation issues.

3.4 Research Setting

Since the Ghana Armed Forces headquarters and its Public relations Directorate, as well as civilians, are situated in Accra, the study was limited to the Greater Accra region.

The Armed Forces of Ghana consists of the Army, Navy and Air Force. Ghana Army mission in broad terms is to protect the interests of Ghana and its territorial integrity while the mission of the Ghana Navy is to ensure a safe, secure and clean maritime domain and the mission of the Ghana Air Force is to deliver air power for national security and developmental objectives.

Documents obtained directly from the Directorate of Public Relations (DPR) of the Ghana Armed Forces spelt out the branches it has and the responsibilities of its outfit.

The Public relations is organized as follows

1. Directorate which has a Director heading it.
2. Service Public relations officer
3. Garrison Public relations detachment

The office of the Director is assisted by a Deputy Director and an Assistant Director. It has information and Press relations branch comprising Command Information and Psychological Operation cell, Public Information and Community relations cell and the Photo /film production cell.

3.4.1 Organization and responsibilities at the Directorate of Public Relations at the Ghana Armed Forces.

POSITION	FUNCTION TYPE	RESPONSIBILITY
DIRECTOR AT THE DIRECTORATE	EXCUTIVE	<ol style="list-style-type: none"> 1. Planning, technical control, administration and direction of Public Relations Services in the Armed Forces. 2. Liaison for the Ministry of Defence and the Armed Forces, with all news media, Ministry of Foreign affairs, State protocol and Foreign Missions and Embassies.
		<ol style="list-style-type: none"> 1. When necessary, he is to advice the Secretary of Defence, Chief of Defence Staff, Service

		<p>Commanders, Military Attaches on the psychological implication of their policy decisions and actions</p> <p>2. Assist the Mass Communication Media, both local and overseas, to inform and educate the society about the Ghana Armed Forces</p>
Service Public relations officer(SPROs)	<p>They are Public relations Protocol Officer for</p> <p>The Army, the Navy and the Air force.</p>	<p>Implementation and supervision of information, plans, policies, and programmes developed by DPR in their respective services that is, the Army, Navy and Air force headquarters.</p>
Garrison Public relations detachment	General	<p>They are responsible for Garrisons Commander for advice on and execution of PR effort within the Garrison.</p>

3.5 Sample size

According to McNeese-Smith (1999, p. 15) sample size is “the number of observations used for calculating estimates of a given population”. The size of the sample determines the statistical precision of the findings. According to Miles and Huberman (1994), when conducting research one cannot study everybody, everywhere, doing everything. Usually, when conducting quantitative research, one usually selects a sample of people, nested in their context and studied in-depth. For sampling to be effectively done a handful of respondents who were ready to respond to the data instrument was sampled. An estimate of 50 respondents from civilian group and 50 military staff was sampled for the study. This sample size was obtained from similar empirical studies on this subject (Sedler, 2018; Dairo, 2017). More so, because of the limited availability of time and finance, the total sample size of 100 was adequate within the submission period and met the financial capacity of the researcher.

3.6 Sample and Sampling method

According to Wimmer and Dominick (2003), a sample refers to a subset of the population that is representative of the entire population. Again, Kumekpor (2002), states that a sample consists of that proportion of the number of units, selected to be investigated.

Kumekpor (2002) defines sampling units as the individual units that make up a sample..

The researcher used probability sampling method in selecting respondents for the study. Probability sampling is a sampling technique where a sample is gathered in a process that gives all the individuals in the population equal chances of being selected (Miles & Huberman, 1994).

The researcher used a convenience sampling technique in selecting the target respondents. Saumure and Given (2008) defined convenience sampling as a sample in which research

participants are selected based of their ease of availability. Therefore convenience sampling was used because the researcher wanted respondents who are available and willing to provide the necessary information needed for the completion of the study.

3.7 Study instrument

According to Pierce (2009), “a research instrument is a survey, questionnaire, test, scale, rating or tool designed to measure the variable(s) characteristics or information of interest, often behavioral or psychological characteristics”. The study used questionnaire as the main research instrument to collect data. Burns, Gosh and Mukhopahyay (2009) describes questionnaire as a research instrument consisting of a series of questions and other prompts for the purpose of gathering information and opinions from respondents. Questionnaires were used so as to make data collection be done fast, minimizes bias and analysis will be made easier. The questions were sectioned into four segments. Section A was about the demographic profile of the respondents while Section B, C and D represented questions on the specific objectives of the study.

3.8 Data Collection Procedure

Leary (2005) says that there are four possible ways of administering a questionnaire- Mail, Telephone, Internet, face-to-face. The questionnaires was administered to the sample population through face-to-face medium. The respondents were allowed ample time (two weeks) to respond to the questionnaire. The questionnaires were collected within that stipulated time. Before questionnaires were administered appropriate authorities of the Ghana Armed Forces were

informed of the exercise. Available military officers as well as civilians were given the questionnaire.

3.9 Data Sources

Data was acquired through both primary and secondary sources. According to Parasuraman et al. (2004) primary data are the information collected for the first time to bring about any explicit needs of a particular research. The primary data was collected from public relations officers in the security service as well as civilians.

Kanikapati (2007) defines secondary data as a detailed information accessed by the researcher through other available sources of information to obtain thorough literature review. Secondary sources of data such as books, newspapers, magazines, journals, articles, websites and documents from the military service were also used. Extant literature on Public relations and National Security at the time of data collection were sampled.

3.9.1 Data Analysis

Statistical Package for Social Scientist (SPSS version 20) was used for data analysis and presentation of tables. The analysis included descriptive statistics. Descriptive statistical tools such as mean and standard deviation and frequency tables were used to describe the responses to each item on the data instrument.

3.9.2 Validity and Reliability.

The importance of validity and reliability in the study is critical to the usefulness of the study and “can be approached through careful attention to a study’s conceptualization and the way in which the data was collected, analyzed, and interpreted, and the way in which the findings will be presented” (Shadish, 2002). Frank and Wallen (2003) defined validity as the degree to which correct inferences can be made based on results from an instrument. To ensure validity of the research instrument, the questionnaire was given to a research expert in Public relations for review in terms of its content and construct as well as supervisor’s feedback.

Reliability is defined as the extent to which a scale is free from random errors and thus yields consistent results (Hair, 1995). Reliability also concerns the degree to which an experiment, test or any measuring procedure produces the same outcomes on repeated tests (Patton, 2017). The conditions of the research was standardized. All participants were given the same information and tested under the same conditions.

3.9.3 Ethical Issues

According to Darwin (1993) the major ethical issues in conducting research are; Informed consent, Beneficence- Respect for anonymity and confidentiality as well as Respect for privacy. Ethics according to Wimmer and Dominick (2003) refers to morals and values that distinguish right from wrong and proper from improper. According to them, in the process of data collection, the researcher must make sure that the rights of the respondents are not violated.

The respondents were told the details of the study and time commitment to filling out the questionnaires. All these were outlined to the respondents before data was collected. The researcher ensured that all ethical issues was adhered to.

CHAPTER FOUR

DATA ANALYSIS AND DISCUSSION OF FINDINGS

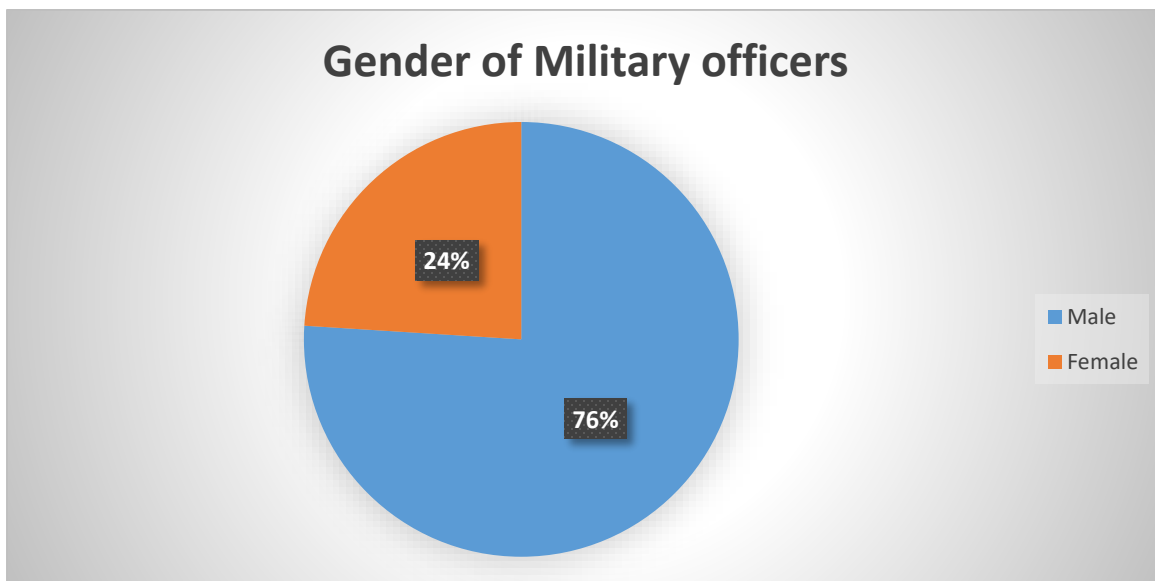
4.0 Introduction

The analysis of this research was presented in two major parts. The first part of the analysis provided information on military officers' perception on the role of public relations as an instrument to promote national security while the second part of the analysis presented views by civilians on the same subject. After this, the discussion of main findings was presented.

4.1 Analysis on Military officers' perception on the role of public relations as an instrument to promote national security.

Demographic Analysis of Military officers

Figure 1: Gender of Military officers

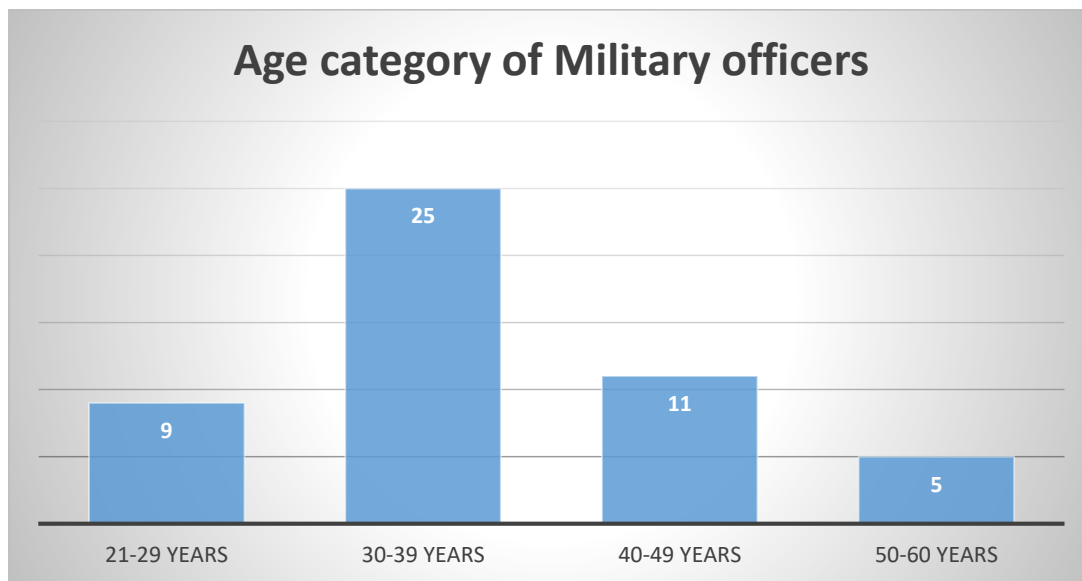


Source: Field Survey, 2020

Figure 1 presents information on the gender of military officers that were sampled. Out of 50 military officers, 76% were males while only 24% were females. This means that most of the

respondents were male military officers. This is consistent with the study by Danladi-Ali (2013) on public relations and security intervention, which concluded that there are more males than females in the security sector.

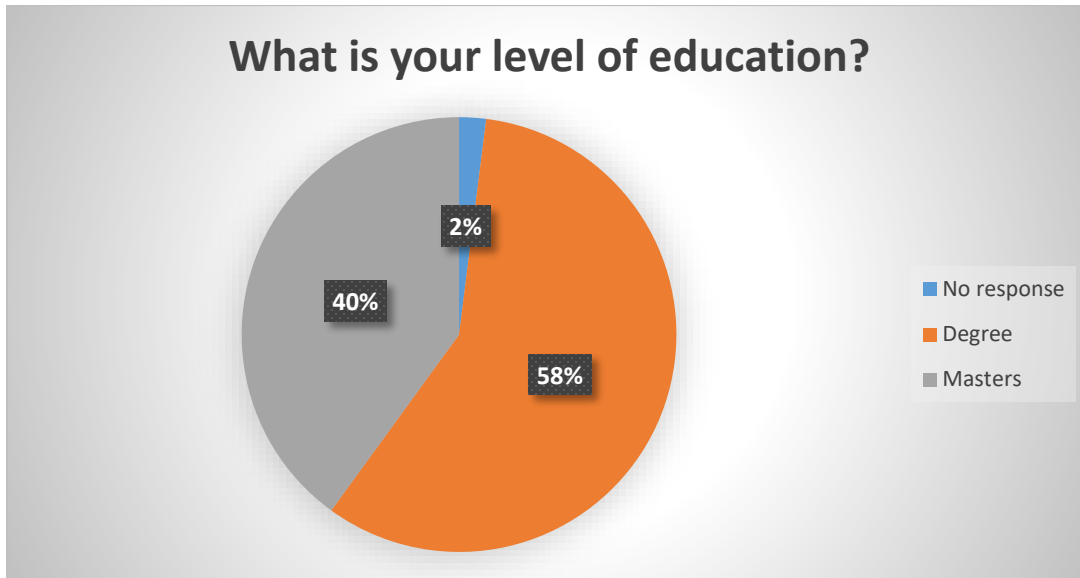
Figure 2: Age of Military officers



Source: Field Survey, 2020

Figure 2 presents information on the age category of military officers. Out of 50 respondents 25 of them were between the age group of 30-39years while 11 of them were between the age category of 40-49years. However only 5 military officers who were sampled were between 50-60years. The most represented age group was between 30-39years.

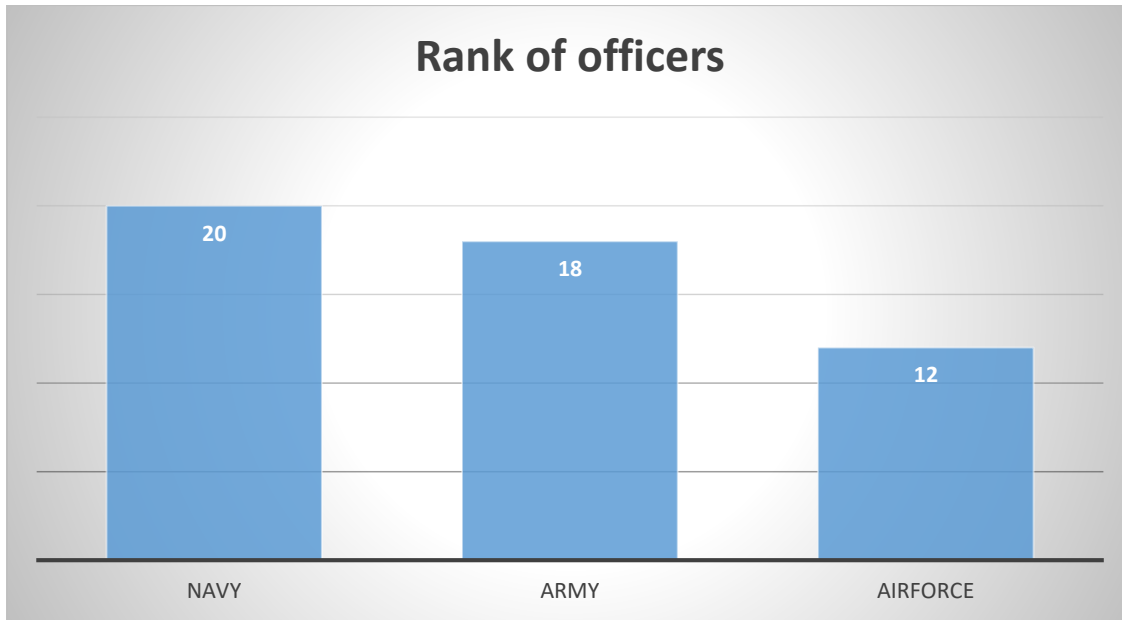
Figure 3: Level of Education



Source: Field Survey, 2020

Figure 5 presents information on the educational level of military officers. Out of 50 respondents, 58% have obtained first degree while 40% have obtained a Master's degree. The analysis showed that most of the sampled military officers have obtained first degrees. In O'Dougherty (2004) study the level of education of security personnel is somewhat related to the findings obtained in this study. O'Dougherty (2004) showed that most security officers are formally educated.

Figure 4: Rank of officers



Source: Field Survey, 2020

Figure 4 presents information on the rank of military officers. Out of 50 military officers, 20 were from the Navy while 18 were from the Army and 12 were from the Air force. The most represented rank was the Navy.

Figure 5: Length of service time of Military officers



Source: Field Survey, 2020

Figure 5 presents information on the length of service time of military officers. Out of 50 respondents 21 respondents have worked as military officers between 5-10years. However 7 respondents have respectively worked for the military services from 0-4years, 11-15years and 21 years.

Table 1: Descriptive Statistics of Channels of Communication from Military officers perspective

Statement	N	Mean	Std. Deviation
Ghana Armed Forces use external memos as a means of communicating to the public	50	2.44	.972
The Ghana Armed Forces only use one communication medium to communicate to the public	50	2.56	1.343
The Ghana Armed Forces use public notices as a means of communication strategy	50	3.08	1.085
Public relations in the Ghana Armed Forces is mainly aimed at informing the public	50	3.36	1.064
The Ghana Armed Forces often use press releases as the communication tool	50	3.80	1.030
Ghana Armed Forces uses the public relation communication tool to mitigate conflict with the public	50	4.04	.947

The Ghana Armed Forces uses Public relations activities to project a sound image	50	4.20	.969
Valid N (listwise)	50		

Source: Field Survey, 2020 Mean Scale: 1.00-1.49= Strongly Disagree, 1.50-2.49= Disagree, 2.50-3.49= Neutral, 3.50-4.49= Agree, 4.50-5.00= Strongly Agree SD<0.5= Closely spread data

Table 1 presents the descriptive statistics of the channels of communication. The mean value of 2.44 showed that military officers disagree that Ghana Armed Forces use external memos as a means of communicating to the public. The mean value of 3.08 showed that military officers neither agree nor disagree that the Ghana Armed Forces used public notices as a means of communication strategy. Also the mean value of 3.36 showed that respondents neither agree nor disagree that Public relations in the Ghana Armed Forces is mainly aimed at informing the public. The mean value of 3.80 however indicated that military officers agree that the Ghana Armed Forces often use press releases as the communication tool. Also the mean value of 4.04 showed that respondents agree that Ghana Armed Forces uses the public relation communication tool to mitigate conflict with the public. Lastly the mean value of 4.20 showed that respondents agree the Ghana Armed Forces uses Public relations activities to project a sound image. The corresponding standard deviations showed that responses are widely spread across the mean. Hence from the perspective of military officers that were sampled it was clear that the channels of communicating with the public mostly include press releases. It was indicated by respondents that public relation tools are often used in resolving conflicts between the military and the general public.

Table 2: Descriptive Statistics of the Challenges associated with the implementation of public relations in the Ghana Armed Forces

Statement	N	Mean	Std. Deviation
Using public relations tool for communication purposes is difficult	50	2.52	.886
The public relations department is well resourced	50	2.86	.833
The current PR structure is expensive	50	3.58	.877
There are communication challenges between the PR management and public communication	50	3.08	1.007
The public relations used is effective in communicating to the public	50	3.52	1.092
The public relation officers are experts in handling public pressure	50	3.78	.790
Valid N (listwise)	50		

Source: Field Survey, 2020 Mean Scale: 1.00-1.49= Strongly Disagree, 1.50-2.49= Disagree, 2.50-3.49= Neutral, 3.50-4.49= Agree, 4.50-5.00= Strongly Agree SD<0.5= Closely spread data

Table 2 presents information on the challenges associated with the implementation of public relations in the Ghana Armed Forces. The mean value of 2.52 showed that military officers neither agree nor disagree that using public relations tool for communication purposes is difficult. Also, the mean value of 2.86 showed that military officers neither agree nor disagree that the public relations department is well resourced. The mean value of 3.08 indicates that there are communication challenges between the PR management and public communication. The mean value of 3.58 showed military officers agree that the current PR structure is expensive. However, the mean value of 3.52 showed that military officers agree the public relations used is effective in communicating to the public. Lastly, the mean value of 3.78 showed that respondents agree the public relation officers are experts in handling public pressure. In conclusion, the analysis showed that the only challenge associated with the implementation of public relations in the Ghana Armed Forces is the expensive nature of the current PR structure in the military.

Table 3: Descriptive Statistics of the Importance of Public Relations to the Ghana Armed Forces

Statement	N	Mean	Std. Deviation
Public relation helps to reach a wide range of civilians	50	4.06	.867
Public relations help to build rapport between military and civilians	50	4.14	1.069
Public relations helps to convey important message to the public	50	4.24	.847
Public relations is significant in clarifying issues between military and public	50	4.30	.763
Public relations is an effective way of communicating to the public	50	4.30	.863
Public relations is significant in enhancing a positive image of the military	50	4.32	.935
Valid N (listwise)	50		

Source: Field Survey, 2020 Mean Scale: 1.00-1.49= Strongly Disagree, 1.50-2.49= Disagree, 2.50-3.49= Neutral, 3.50-4.49= Agree, 4.50-5.00= Strongly Agree SD<0.5= Closely spread data

Table 3 presents information on the importance of public relations to the Ghana Armed Forces. The mean value of 4.06 showed that respondents (military officers) agree that the performance of public relations to the Ghana Armed Forces helps to reach a wide range of civilians. Also the mean value of 4.14 showed that military officers agree that public relations help to build rapport between military and civilians. Again the mean value of 4.24 showed that military officers agree that public relations helps to convey important message to the public. The mean value of 4.30 respectively indicate that military officers agree that public relations is significant in clarifying issues between military and the public and that public relations is an effective way of communicating to the public. The mean value of 4.32 showed that military officers agree that public relations is significant in enhancing a positive image of the military. From the responses it is clear that public relations is important to the Ghana Armed Forces. Military officers indicated that Public relations is significant in enhancing a positive image of the military, Public relations is an effective way of

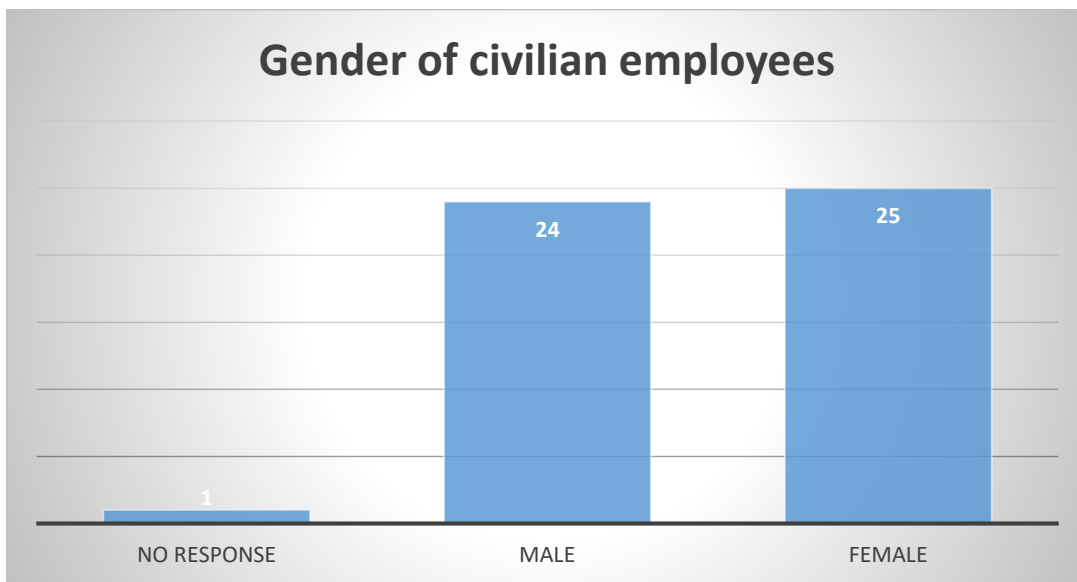
communicating to the public and that Public relations is significant in clarifying issues between military and public.

4.2 Analysis on Civilians’ perception on the role of public relations as an instrument to promote national security.

Demographic Analysis of Civilian employees

The demographic analysis of sampled civilians were presented between figures 6 to 10.

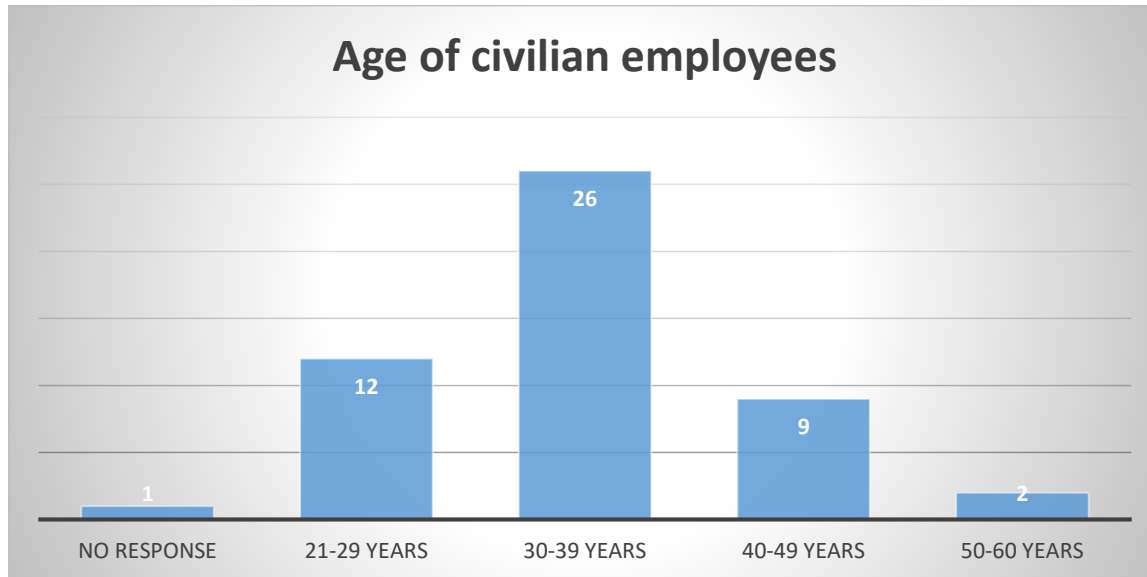
Figure 6: Gender of civilian employees



Source: Field Survey, 2020

Figure 6 presents the gender category of civilian officers. Out of 50 civilians sampled 24 are males while 25 are females. This means that there is almost a proportionate sample of both males and females. Aspects of the study conducted by VanSlyke and Scanlan (2008) indicate that respondents (both males and females) were chosen proportionately.

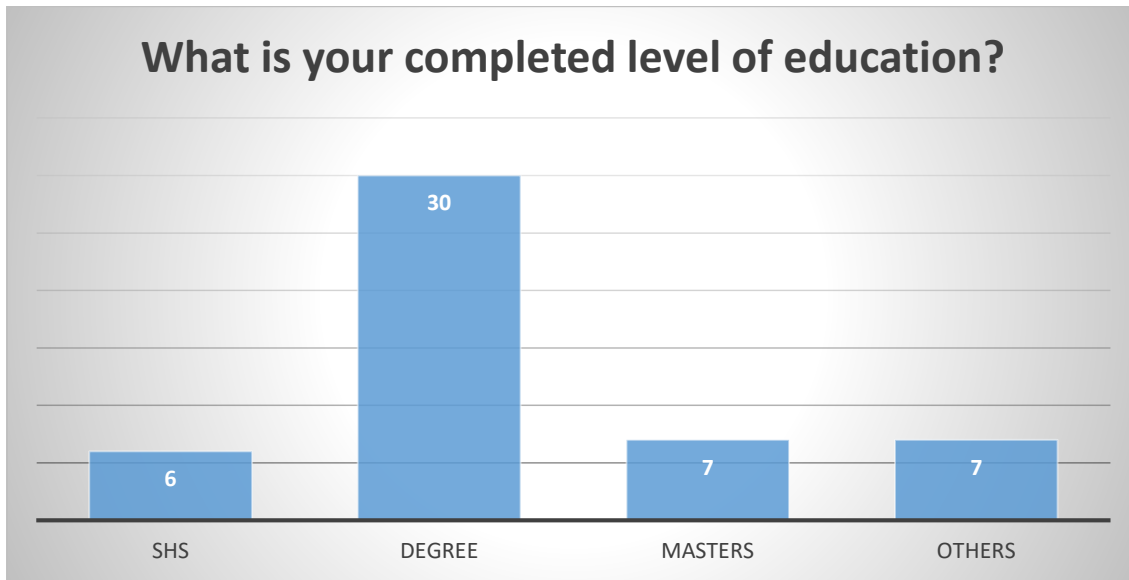
Figure 7: Age of civilian employees



Source: Field Survey, 2020

Figure 7 presents information on the age category of civilians. Out of 50 respondents, 26 of them were between the age group of 30-39years while 12 respondents were between 21-29years. The most represented age category was 30-39years.

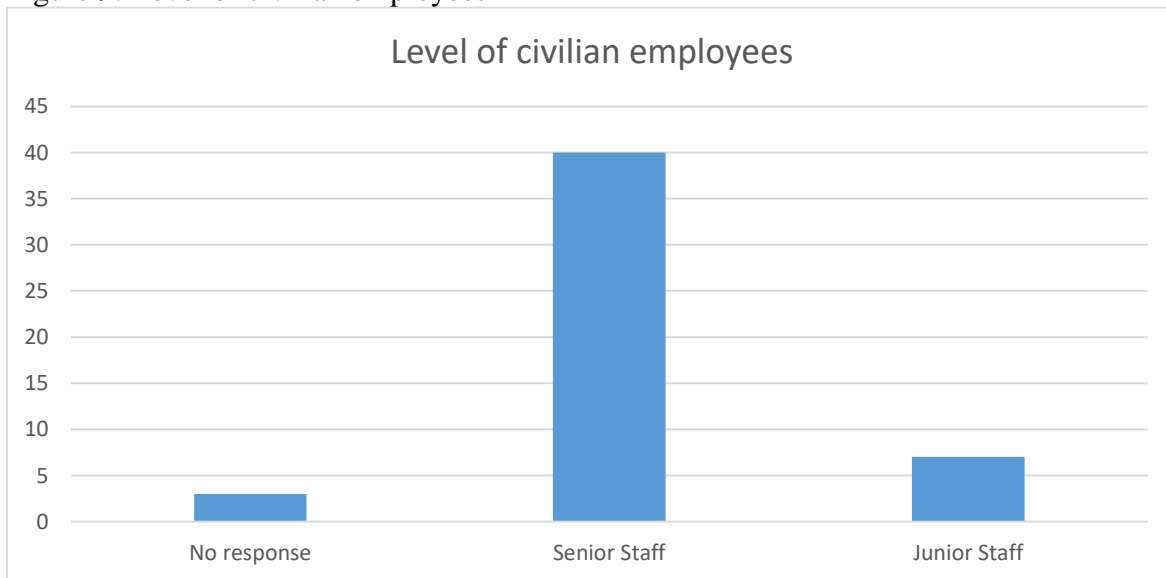
Figure 8: Level of education of civilian employees.



Source: Field Survey, 2020

Figure 8 presents information on the level of education of civilians. Out of 50 respondents, 30 have obtained first degrees while 7 have respectively obtained masters' degree and other educational levels.

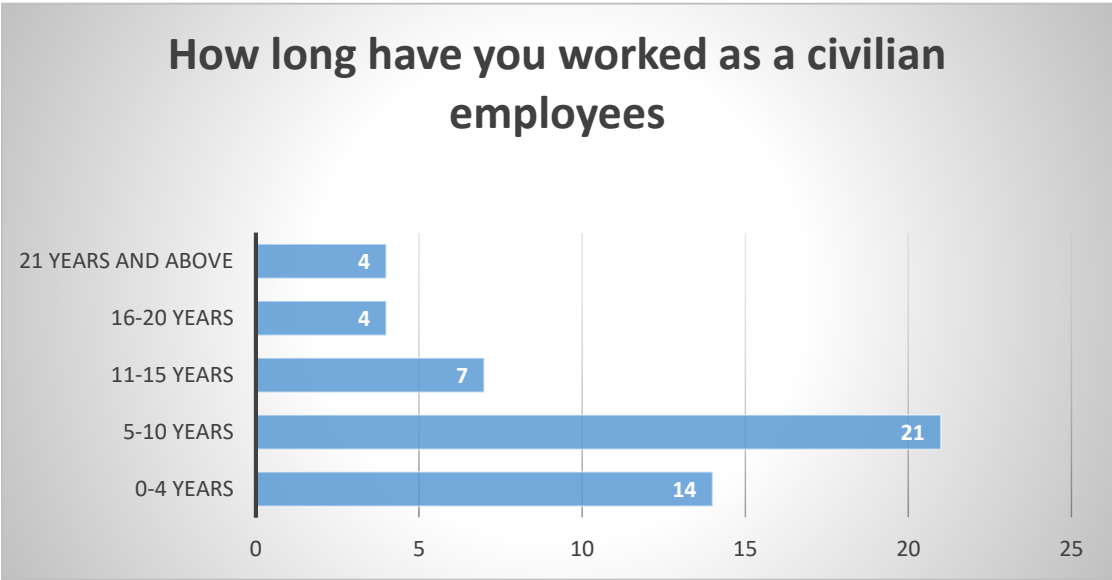
Figure 9: Level of civilian employees



Source: Field Survey, 2020

Figure 9 presents information on the level of civilian officers. Out of 50 respondents, 40 are senior staff while others are junior staff. This means that majority of the civilian officers sampled are senior staff.

Figure 10: Length of time civilians have worked



Source: Field Survey, 2020

Figure 10 presents information on how long civilian employees have worked with their respective organizations. Out 50 respondents 21 civilian employees have worked between 5-10years while 14 have worked between 0-4years. However only 7 civilian officers have worked between 11-15years. The views in this study is dominated by respondents who have worked between 5-10years.

Table 4: Descriptive Statistics of Channels of communication from civilian perspective

Statement	N	Mean	Std. Deviation
The Ghana Armed Forces only use one communication medium to communicate to the public	50	2.24	1.302
The Ghana Armed Forces often use press releases as the communication tool	50	2.66	1.239
Ghana Armed Forces use external memos as a means of communicating to the public	50	2.82	1.063
The Ghana Armed Forces use public notices as a means of communication strategy	50	2.88	1.223
The Ghana Armed Forces uses Public relations activities to project a sound image	50	3.62	1.210
Public relations in the Ghana Armed Forces is mainly aimed at informing the public	50	3.62	1.067
Ghana Armed Forces uses the public relation communication tool to mitigate conflict with the public	50	3.62	1.086
Valid N (list wise)	50		

Source: Field Survey, 2020 Mean Scale: 1.00-1.49= Strongly Disagree, 1.50-2.49= Disagree, 2.50-3.49= Neutral, 3.50-4.49= Agree, 4.50-5.00= Strongly Agree SD<0.5= Closely spread data

Table 4 presents information on the channels of communication used by the military from the civilian perspective. The mean value of 2.24 showed that civilians disagree that the Ghana Armed Forces only use one communication medium to communicate to the public. The mean value of 2.66 indicate that civilians neither agree nor disagree that the Ghana Armed Forces often use press releases as the communication tool. Furthermore, the mean value of 2.82 showed that respondents neither agree nor disagree that Ghana Armed Forces use external memos as a means of communicating to the public. The mean value of 2.88 showed that respondents neither agree nor disagree that the Ghana Armed Forces use public notices as a means of communication strategy.

On the other hand, the mean value of 3.62 respectively showed that respondents agree that the Ghana Armed Forces uses Public relations activities to project a sound image; that public relations in the Ghana Armed Forces is mainly aimed at informing the public and that Ghana Armed Forces uses the public relation communication tool to mitigate conflict with the public. The standard deviation showed that responses are widely spread across the mean. From the responses gathered it is clear that respondents indicated that the channels of communication by the military do not include the usage of one medium or channel of communicating to the public. This means that the Ghana Armed Forces use varying public relations mediums or channels to communicate to the public.

Table 5: Descriptive Statistics of the challenges associated with the use of public relations in the Armed Forces.

Statement	N	Mean	Std. Deviation
Using public relations tool for communication purposes is difficult	50	2.52	1.182
There are communication challenges between the PR management and public communication	50	2.88	1.003
The current PR structure is expensive	50	2.94	1.114
The public relations department is well resourced	50	3.08	1.027
The public relations used is effective in communicating to the public	50	3.36	1.382
The public relation officers are not experts in handling public pressure	50	3.60	1.245
Valid N (listwise)	50		

Source: Field Survey, 2020 Mean Scale: 1.00-1.49= Strongly Disagree, 1.50-2.49= Disagree, 2.50-3.49= Neutral, 3.50-4.49= Agree, 4.50-5.00= Strongly Agree SD<0.5= Closely spread data

Table 5 presents information on the challenges associated with the use of public relations in the Armed Forces. The mean value of 2.52 showed that respondents neither agree nor disagree that using public relations tool for communication purposes is difficult. The mean value of 2.88 showed

that respondents neither agree nor disagree that there are communication challenges between the PR management and public communication. The mean value of 2.94 showed that respondents neither agree nor disagree that the current PR structure is expensive. Furthermore the mean values of 3.08 and 3.36 respectively showed that respondents neither agree nor disagree that the public relations department is well resourced and that the public relations used is effective in communicating to the public. On the other hand, the mean value of 3.60 indicated that the public relation officers are not experts in handling public pressure. The corresponding standard deviations showed that responses are widely spread across the mean. It is clear from the responses that one key challenge identified from the civilian perspective is that the military public relation officers are not experts.

Table 6: Descriptive Statistics of the Importance of public relations to the Ghana Armed Forces.

Statement	N	Mean	Std. Deviation
Public relations is significant in clarifying issues between military and public	50	4.18	.691
Public relation helps to reach a wide range of civilians	50	4.24	.771
Public relations is significant in enhancing a positive image of the military	50	4.30	.614
Public relations is an effective way of communicating to the public	50	4.32	.551
Public relations helps to convey important message to the public	50	4.34	.772
Public relations help to build rapport between military and civilians	50	4.36	.722
Valid N (list wise)	50		

Source: Field Survey, 2020 Mean Scale: 1.00-1.49= Strongly Disagree, 1.50-2.49= Disagree, 2.50-3.49= Neutral, 3.50-4.49= Agree, 4.50-5.00= Strongly Agree SD<0.5= Closely spread data

Table 6 presents information on the importance of public relations to the Ghana Armed Forces from the civilian perspective. The mean value of 4.18 indicates that respondents agree that the public relation is important in clarifying issues between military and public. The mean value of

4.24 showed that civilian agree that public relation helps to reach a wide range of civilians. The mean value of 4.30 showed that civilians agree that public relations is significant in enhancing a positive image of the military. Again, the mean value of 4.32 showed that respondents agree that public relations is an effective way of communicating to the public. The mean value of 4.34 and 4.36 showed that respondents agree that public relations helps to convey important message to the public and that public relations help to build rapport between military and civilians. The standard deviation showed that responses are widely spread across. In general responses showed that public relations is important in the Ghana Armed Forces. It was clear from the responses that Public relations is significant in clarifying issues between military and the public and that Public relations help to build rapport between military and civilians.

4.3 Discussion of Results

The discussion of findings was presented in this study to compare the main results obtained to the literature already espoused in this research. The objectives of the study served as a guide in aligning the discussions thereof.

The first objective of the study was to explore the use of public relations as a communication tool of the Ghana Armed Forces. The analysis of the study on this subject area was done in two perspectives that is military officers and the civilians. The military officers indicated that the channels of communicating with the public is mostly through press releases. Military officers indicated that public relation tools are often used in resolving conflicts between the military and the general public. From the civilian perspective it was clear that the channels of communication by the military do not include the usage of one medium or channel of communicating to the public. This means that the Ghana Armed Forces use varying public relations mediums or channels to

communicate to the public. Some scholars have provided similar findings to what has been obtained for instance, Chambers (2012) indicated that memos and press releases are part of the varied public relation tools used by security experts in addressing the public. Again, Heath, Waymer and Palenchar (2013) also indicated that there are varying forms of providing public relation activities to the public to project the right images. Aspects of the study conducted by Narasi-Anyijuka (2014) identified that public relations is an important communication tool that can be used to address public concerns. According to Heath, Waymer and Palenchar (2013) to be able to enhance image of the security force using public relations as a communication tool is very vital.

With regards to the second objective of the study, there was a need to explore the challenges associated with the implementation/use of public relations in the Ghana Armed Forces. From the military officers' perspective the major challenge associated with the implementation of public relations in the Ghana Armed Forces is the expensive nature of the current PR structure in the military. However, from the civilian perspective, the military public relation officers are not experts. The challenges identified by both set of respondents may differ but have an important impact on the delivery of public relation activities. Some scholars have hither to provided similar responses. For instance, the study by Narasi-Anyijuka (2014) explored the role of PR and its challenges in promoting government development programmes with special focus on Microfinance Support Centre Limited in Kampala. Just as already indicated, one key challenge of public relations in the Ghana Armed Forces is the expenditure incurred in structuring the public relation department. This study conducted by Dairo (2017) explored the symbiosis that exists between national security and communication from the Nigerian perspective as both variables

influence each other. Dairo (2017) indicate that the challenge of public relations in security firms include the fact that experts are not hired to help with public relation activities.

The third objective of the study sort to investigate the importance of public relations to the Ghana Armed Forces. From the results it is clear that public relations is important to the Ghana Armed Forces. Military officers indicated that Public relations is significant in enhancing a positive image of the military, Public relations is an effective way of communicating to the public and that Public relations is significant in clarifying issues between military and public. From the civilian officers perspective it was indicated that public relations is important in the Ghana Armed Forces. Civilians were clear that Public relations is significant in clarifying issues between military and the public and that Public relations help to build rapport between military and civilians. Extant literature have provided similar findings on the significance of public relations in the security services. For instance, Klepka (2019) highlights the significance of public relations in security firms. The roles played by public relations practitioners are varied and significant depending on the relational circumstances between organizations and publics (Klepka, 2019).

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.0 Summary

This chapter entails the summary of findings, conclusion and recommendations. The summary provides a step by step process on how the study was conducted and brief statements of findings. The conclusion provides key findings while recommendations include suggested solutions to the key findings.

The main aim of this research was to investigate public relations as an instrument to promote National Security using the Ghana Armed Forces as a case study. The study set up specific objectives. The specific objectives included to explore the use of public relations as a communication tool of the Ghana Armed Forces; to explore the challenges associated with the implementation/use of public relations in the Ghana Armed Forces and to determine the importance of public relations to the Ghana Armed Forces.

The study elaborated on the theoretical and empirical literature in order to discuss the key issues in the study. The empirical study provided some information on previous studies which is later compared to the findings of the current study. In empirical studies, Jo (2005) and Hon & Brunner (2004) have partly studied the impact of public relations on security. Jo (2005) found that there is a significant association between public relations and security in communities. Aspects of the studies conducted by Hon and Brunner (2004) further showed that public relations has a positive impact on security services in most communities with potential of war and crimes.

The study adopted the quantitative approach to research where 50 military officers were sampled as well as 50 civilian officers. In total, a sample size of 100 respondents were obtained.

The study used descriptive, exploratory and cross sectional research designs. The instrument used for data gathering is a well-structured questionnaire. The questionnaire was mainly closed ended and it helped for consistent coding and analysis with the help of IBM SPSS (version, 20). Mainly descriptive analysis was conducted to analyze the objectives of the study. Results were mainly presented in academic figures and tables. Interpretations were given to each finding. The discussion of the study was done in line with the literature of the study. Conclusions and recommendations of the study are outlined based on the findings of the study.

5.1 Conclusion

Based on the findings of the study, it can be concluded that indeed Public relations serves as a tool for promoting National Security as respondents agreed to the fact that public relation tools are often used in resolving conflicts between the military and the general public and it is also used in clarifying issues between military and the public and that Public relations help to build rapport between military and civilians.

However, the two major challenges the Ghana Armed forces Public Relations face include the fact that less experts handle the Public relations activities and this assertion can be linked to a study by VanSlyke and Scanlan (2008) who identified some challenges with public relations of the security service. VanSlyke and Scanlan (2008) indicated that experts in public relations are less available in security services. And also, that the nature of the Public relations is expensive to run.

Finally, It can also be concluded that although the channels of communication by the military do not include the usage of one medium or channel of communicating to the public by the Ghana

Armed Forces which in other words mean that Ghana Armed Forces use varying public relations mediums or channels to communicate to the public, press releases are mostly used and not memos.

5.2 Recommendations

From the findings of the study, the following recommendations are made: The recommendations are mostly based on the objective of the study:

- It will be recommended that the Ghana Armed Forces should use other public relation tools such as press conferences as often as they use press releases to send information to the public. Social media can also be used such as Facebook live, YouTube live to relay information and even get interactive with them. They can also contact Telecommunications such as Vodafone and the likes at any point in time they want to send information to the public so that bulk messages can be sent to the public. The above channels of communication recommended will provide a significant aspect of communicating with the public.
- The study also recommends that the Ghana Armed Forces should deal with the challenges identified in the study that is, using experts for public relation activities. In dealing with the challenge military officers should be mentored by renowned experts in public relations so that military officers who have been designated to speak to the public can do so expertly.
- The Ghana Armed Forces are entreated to give detailed amount of information to civilians in order to prevent issues of misunderstandings and or adhering to strict protocols of the Ghana Armed Forces.
- The findings of this study are not all encompassing but rather provides a basis for further research. Hence, it is recommended that a future study could be done in this regard.

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APPENDIX

GHANA INSTITUTE OF JOURNALISM

SCHOOL OF GRADUATE STUDIES AND RESEARCH

QUESTIONNAIRE

I am a student of the Ghana Institute of Journalism, pursuing a programme of study for the award of a Master of Arts Degree in Public Relations. I am conducting a study on the topic “ASSESSING THE ROLE OF PUBLIC RELATIONS AS AN INSTRUMENT TO PROMOTE NATIONAL SECURITY: A CASE OF GHANA ARMED FORCES” as part of my dissertation. The findings are intended to help understand the importance of public relations and how it is used to promote National Security.

This questionnaire is for academic purpose therefore any information you provide will be used for the intended academic purpose only. And your confidentiality and ethical rights are highly considered and assured.

Section 1: Demographic Data: Please tick (✓) the appropriate box for your answers.

1. What is your gender?

Male

Female

2. Age group

21 – 29 years

30 – 39 years

40 – 49 years

4. Please indicate your rank.

Military

Rank _____

Civilian Staff

a. Senior Staff

b. Junior staff

5. How long have you worked as a military officer/civilian employee?

0 – 4 years

5 – 10 years

50 – 60 years

3. What is your completed level of education?

JHS

SHS

Degree

Master

Other.....

Section 2: Channels of communication

Please indicate, by ticking the number that corresponds with the extent to which you agree or disagree with the statements (1) **Strongly disagree** (2) **Disagree** (3) **Neutral** (4) **Agree** (5)

Strongly agree

6	The Ghana Armed Forces only use one communication medium to communicate to the public.	1	2	3	4	5
7	The Ghana Armed Forces often use press releases as the communication tool.	1	2	3	4	5
8	The Ghana Armed Forces use public notices as a communication strategy.	1	2	3	4	5
9	Ghana Armed Forces use external memos as a means of communicating to the public.	1	2	3	4	5
10	Public relations in the Ghana Armed Forces is mainly aimed at informing the public	1	2	3	4	5
11	The Ghana Armed Forces uses its Public Relations activities to project a sound image to the public.	1	2	3	4	5
12	Ghana Armed Forces uses the public relation communication tool to mitigate conflict with the public.	1	2	3	4	5

Section 3: Challenges associated with the implementation/use of public relations in the Ghana Armed Forces

13	Using public relations tool for communication purposes is difficult	1	2	3	4	5
14	The current PR structure is expensive.	1	2	3	4	5
15	The public relations used is effective in communicating to the public.	1	2	3	4	5
16	The Public relation officers are experts in handling public pressure	1	2	3	4	5
17	The Public relations department is well resourced	1	2	3	4	5
18	There are communication challenges between the PR management and public communication.	1	2	3	4	5

Section 4: Importance of public relations to the Ghana Armed Forces

21	Public relations helps to convey important message to the public	1	2	3	4	5
22	Public relation helps to reach a wide range of civilians	1	2	3	4	5
23	Public relations help to build rapport between military and civilians	1	2	3	4	5
24	Public relations is significant in clarifying issues between military and public	1	2	3	4	5
25	Public relations is significant in enhancing a positive image of the military	1	2	3	4	5
26	Public relations is an effective way of communicating to the public	1	2	3	4	5

Thank you for your time.

