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**FACULTY OF PUBLIC RELATIONS, MARKETING AND ADVERTISING**

**AN ASSESSMENT OF THE ROLE OF PUBLIC RELATIONS IN**  
**COMMUNICATING NATIONAL SECURITY ISSUES**

**BY**

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**SEPTEMBER 2020.**

## **STUDENT'S DECLARATION**

I do hereby declare that the work presented is the result of my own effort, original research and findings and that no part of it has been presented for another degree or diploma in this University or elsewhere. All references to other people's work have been duly acknowledged. I am therefore to be held responsible for any error that might be detected in this project work.

**(Candidate's signature)**

**DATE**

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....., **SEPTEMBER 2020**

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**SUPERVISOR'S DECLARATION**

I hereby declare that the preparation of this long essay was supervised in accordance with the guidelines for the supervision of long essays as laid down by the Ghana Institute of Journalism.

**(Supervisor's signature)**

**DATE**

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....., **SEPTEMBER, 2020**

**DR. ALBERT ANANI-BOSSMAN**

## **DEDICATION**

I dedicate this study to the Almighty God for His direction and His help throughout my life in this Institution and also for inspiring confidence in me to go through with a positive zeal.

## **ACKNOWLEDGEMENTS**

I thank the Almighty God for aiding me to complete this study successfully. My sincere appreciation also goes to my supervisor, Dr. Albert Anani-Bossman for all the patience and times he had for me throughout my work regardless of his busy schedule. His guidance and pieces of advice were very helpful and contributed tremendously to the completion of this long essay.

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## **ABSTRACT**

When keeping the public informed, it is essential to keep security in mind, to be accurate and to follow propriety and policy. PR has the tough task of keeping the public aware of these kinds of information. The aim of the study was to assess the role of PR in communicating national security issues. In pursuing this course, the study employed the use of secondary data because the study was a desktop one. From the literature reviewed, the findings of the study suggest that the concepts of public affairs, issue management and lobbying are aspects of PR that seek to promote good governance and should be first considered when approaching the issue of national security. This, therefore, affirms the need to establish the role that PR plays in ensuring safety and security in a country. The study recommended that there must be a two-way communication that can establish, maintain and sustain a favourable image in the minds of the citizenry and that other researchers should consider conducting studies to develop a model which further explains the role PR plays in the affairs of national security.

## CHAPTER ONE

### 1.0 INTRODUCTION AND BACKGROUND OF STUDY

In the world today, Diaro (2017) asserts that dissensions and wars are prevalent amongst the citizens of a nation and also evident in a nation's relations with another. There is so much focus on these wars that it seems the importance placed on communication in preventing and curbing enmity or promoting peace is overlooked. However, communication is a driving force for social interaction and national security (Diaro, 2017). Communication involves transmitting and sharing of information, emotions, attitudes and ideas (Akpama, 2013) as human beings co-exist in a world of constructed meanings, emotions and expectations. These eventually culminate into individual and national narratives (Comish, Cornish, Lindley-French and Yorke, 2011).

Holmes (2015) posits that national security is the safekeeping of the nation as a whole. Holmes (2015) further states that national security includes political security, economic security, environmental security, human security, cybersecurity, homeland security, energy and natural resources security. Holmes (2015) states inter alia that;

... national security in its highest order of business is the protection of the nation and its people from attack and other external dangers by maintaining armed forces and guarding state secrets. Because national security entails both national defence and the protection of a series of geopolitical, economic, and other interests, it affects not only defence policy, but foreign and other policies as well (Holmes, 2015).

Even though Holmes (2015) suggests the drafting of a national security strategy, it has evolved to be seen as a PR charade and has developed a degree of bad reputation. The security issues within a country also affect the national discourse within the country. Diaro (2017) asserts that Nigeria has faced recession in recent times and this has influenced its image in local and global reporting as well as social media posts and memes. It is important to understand that national security and communication are elements within the national ecosystem that work in unification and this liaison can either be destructive or constructive.

Momoh (2016) explains that the security of every nation is vital for the survival and growth of its political, social and economic systems. Various definitions have analysed the concept of national security in different ways. The concept of National Security developed in the United States after the Second World War focused on military strength then later advanced to include non-military aspects of a nation such as economic, cultural and environmental values (Momoh, 2016). The U.S. Department of Defence (2004) (as cited by Guerrero-Castro 2013) indicates that strategic communication is a vital component of national security.

National security communication is in crisis and it must be transformed with the strength of purpose that matches our commitment to diplomacy, defence, intelligence, law enforcement, and homeland security (Guerrero-Castro, 2013). In communicating issues of national security, Guerrero-Castro (2013) maintains that collaboration between government and the private sector on an unprecedented scale is imperative. Moreover, strategic communication efforts must reinforce key themes and messages and constantly be measured against defined objectives (Guerrero-Castro, 2013). As a result, adjustments must be made and those responsible for implementation held accountable (U.S. Department of Defence, 2004; Guerrero-Castro, 2013).

To this end, Cornish, Lindley-French and Yorke (2011) assert that communication is a matter of trust. A trust that what is being said is accurate and based upon reliable information and intelligent assessment and trust that the communication is, above all, designed to inform the electorate rather than manipulate it. In this regard, PR will be an essential tool to disseminating national security issues especially as Tella, Suraya, Bonsu and Anani-Bossman (2020) argue that PR managers or officers must be people with requisite qualifications and experience in PR practice. Finally, most public relations functions are subsumed under other departments, such as marketing (Anani-Bossman, 2019, p.270). This study will attempt to assess the role of Public Relations (PR) in communicating national security issues.

### **1.1.1 Overview of the National Security of Ghana**

The Nations Online Project (2020) indicates that Ghana is considered one of the more stable countries in West Africa. The nation maintains a constitutional presidential multiparty democracy. Chief of state and head of government is the president. Executive power is exercised by the government. Legislative power is vested in both the government and Parliament (Nations Online Project, 2020).

The Central Intelligence Agency (2020) posits that Ghana was formed from the merger of the British colony of the Gold Coast and the Togoland trust territory, Ghana in 1957 became the first Sub-Saharan country in colonial Africa to gain its independence. Ghana's population of almost 28.3 million inhabitants (in 2016) according to Nations Online Project (2020) is divided into some 75 ethnic groups. The most densely populated parts of the country are the coastal areas, the Ashanti region around Kumasi, the Ashanti capital. Capital and largest city is Accra. Spoken languages are English (official), and Akan (Twi–Fante), and about seventy more West African languages (Nations Online Project, 2020).

Appiagyei-Atua (2015) states that the 1992 Constitution of Ghana does not emphatically define national security nor does it directly define in any statute. The Security and Intelligence Services Act, 1996 (Act 526) (SIS Act) comes closest to defining the concept by describing what constitutes “threats to the security of Ghana” under section 42 of the Act, which includes:

- a) espionage or sabotage that is against Ghana or is detrimental to the interest of Ghana or activities directed towards or in support of such espionage or sabotage;
- b) foreign influenced activities within or relating to Ghana that are detrimental to the interest of Ghana and are clandestine or deceptive or involve a threat to any person; or

c) activities within or relating to Ghana directed towards or in support of the threat or use of acts of serious violence against persons or property for the purpose of achieving a political objective within Ghana or a foreign state.

With this said, one can infer an understating of national security in the Ghanaian context from the use of phrases such as acts “injurious to the public interest” or “prejudicial to the security of the State (Appiagyei-Atua, 2015).

In Ghana, the Ministry of National Security (MNS) exists to formulate, coordinate, monitor and evaluate the implementation of security and intelligence policies through the deployment of skilled human resources and modern technology for stakeholders to enhance security, freedom of the citizenry and national development (Ministry of National Security [MNS], 2016).

MNS (2016) asserts that through the activities of the MNS subversion, espionage, drug trafficking and organized crime have reduced. The Ministry also provides 24-hour protection to the Executive, VIPs, general public and vital installations as well as classified materials. In 2017, the MNS sought to promote political tolerance, stability, security and peace in Ghana and the sub-region (MNS, 2016).

The core functions of the Ministry is to promote political tolerance, stability, security, and peace in Ghana and the sub-region as well as formulating, implementing, co-ordinating, monitoring and evaluating government policies and programmes. The Ministry also provides institutional capacity and enabling environment for effective, efficient and sustainable service delivery as well as preserving and conserving public records for the benefit of the general public (MNS, 2016).

The functions of the MNS extend to providing communication among all Government Security Agencies and other key organizations and maintaining key installations in the Regions and Districts throughout the year. The Ministry again organizes training programmes for regional and district security personnel, promote political tolerance, stability and peace in Ghana and

the sub-region and provides timely external intelligence for policy directions and also gathers economic intelligence to provide appropriate and relevant information to Ghanaian businesses to boost economic activity within the sub-region (MNS, 2016).

### **1.1 STATEMENT OF RESEARCH PROBLEM**

The Public Relations Society of America (PRSA)(2012) asserts that PR practitioners do not only manage information flow, they actively engage key publics, establish strong relationships, strive to maintain a sound reputation at all times and through all circumstances, and through PR measurement, help the organisation achieve strategic organisational goals (Public Relations Society of America [PRSA], 2012). In the same breath, Anani-Bossman (2018) notes that the relevance of PR professionals to organisations is clearly found in the roles they play within the organisation.

Even though PR is practiced in Ghana, Anani-Bossman (2018) argues that despite the signs of increasing development, very little is known about PR practice in Africa and Ghana. Mersham, Skinner and Rensburg (2011) further establish that in fact, most of the scholarly body of knowledge on PR since the beginning of the 21st century has mainly been in the USA and western Europe, a view shared by other scholars. Diaro (2017) as well notes that very few studies show the relationship between national security and communication as well as the implications both elements have on national discourse and survival of nation, rather there is so much focus on weaponry and territorial strength as strategies for peace or defence.

With hindsight from the literature in the field of national security, communication and PR in general, exploring these variables is important. The gap which makes room for attempting this study is that, from the numerous literatures reviewed, there is a lacuna which has to do with bridging the role of PR in communicating national security issues. The closest work in this

regard is that of Diaro (2017) which covers the *Connection Between National Security and Communication* which was conducted to fit the Nigerian setting. For this reason, this study will attempt to assess the role PR plays in communicating national security issues in Ghana.

## **1.2 RESEARCH OBJECTIVES**

This study will attempt to achieve the following objectives which are:

1. To determine whether PR has a relationship with national security
2. To explore the role of PR in communicating national security issues
3. To find out how PR can be used to communicate national security issues

## **1.3 RESEARCH QUESTIONS**

As much as the objectives of the study are relevant, this section comprises research question set by the researcher in order to address the research objectives.

1. Is there a relationship between PR and national security?
2. What is the role of PR in communicating national security issues?
3. How PR can be used to communicate national security issues?

## **1.4 SIGNIFICANCE OF THE STUDY**

The primary relevance this study envisions is to become an important source of acquiring information on understanding the role PR places in communicating national security issues. In this regard, this paper envisages being a relevant material to help explain the synergy between PR and the sensitization of national security issues in general. This paper anticipates becoming

a relevant source of information especially from a Ghanaian perspective. This will thus serve as a scholarly reference point on the subject within the West African ecosystem and the whole of Africa by extension.

## **1.5 ORGANIZATION OF THE STUDY**

This study is segmented into four (4) chapters where the first chapter is the opening part of the paper which includes a background to the study, problem statement, research objectives, research questions and the significance of the study. The next chapter then bothers on the reviewing of literature. This chapter discusses theories and concepts relevant to the study as well drawing on empirical studies to guide this study. The third chapter covers the research methodology of the study. This includes population, sampling techniques, methods of data collection and the research instruments which was adopted by the study. Also, the data analysis method is discussed here. The fourth chapter discusses the findings of the study and summarizing the study primarily. This then extends to the recommendations made by this study as well reflections from the researcher.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.0 INTRODUCTION**

This study will draw on the Social Cognitive Theory and the Hypodermic Needle Theory. This is because if national security issues are based on theoretical models, some of the pitfalls associated with poor communication can be eliminated. Abiding by this will also allow practitioners to predict why the audience may not align with certain behaviours or advice no matter how much assistance or encouragement is given.

#### **2.1 THEORETICAL FRAMEWORK**

##### **2.1.1 Social Cognitive Theory**

Many theories have been proposed over the years to explain the developmental changes that people undergo over the course of their lives. These theories differ in the conceptions of human nature they adopt and in what they regard to be the basic causes and mechanisms of human motivation and behavior. In the latter part of the 20<sup>th</sup> century, Bandura (1986) sought analyzes human development from the perspective of social cognition. This he did propounding the Social Cognitive Theory. The theory posits that learning occurs in a social context with a dynamic and reciprocal interaction of the person, environment and behavior.

The unique feature of Social Cognitive Theory is the emphasis on social influence and its emphasis on external and internal social reinforcement. Social Cognitive Theory considers the unique way in which individuals acquire and maintain behavior, while also considering the social environment in which individuals perform the behavior. The theory takes into account a

person's past experiences, which factor into whether behavioural action will occur. These past experiences influence reinforcements, expectations and expectancies, all of which shape whether a person will engage in a specific behaviour and the reasons why a person engages in that behaviour.

Many theories of behaviour according to LaMorte (2019) which are used in health promotion do not consider maintenance of behaviour, but rather focus on initiating behaviour. This is unfortunate as maintenance of behaviour and not just initiation of behaviour, is the true goal in public health. The goal of Social Cognitive Theory is to explain how people regulate their conduct through control and reinforcement to achieve goal-directed behaviour that can be maintained over time.

LaMorte, (2019) is of the view that there are several limitations of Social Cognitive Theory. One of such limitations is that the theory assumes that changes in the environment will automatically lead to changes in the person, when this may not always be true. Also the theory is loosely organized, based solely on the dynamic interplay between person, behaviour and environment. It is unclear the extent to which each of these factors into actual behaviour and if one is more influential than another. Social Cognitive Theory heavily focuses on processes of learning and in doing so disregards biological and hormonal predispositions that may influence behaviours, regardless of past experience and expectations. The theory does not focus on emotion or motivation, other than through reference to past experience. There is minimal attention on these factors. The theory can be broad-reaching, so can be difficult to operationalize in entirety (LaMorte, 2019).

#### ***2.1.1.1 The Present Study and the Social Cognitive Theory***

This theory is relevant to the study because the Social Cognitive Theory considers many levels of the social ecological model in addressing behaviour change of individuals. Social Cognitive

Theory has been widely used in other disciplines as well. With the aim of this study to assess the role of PR in communicating national security issues, this theory comes in handy. This because as suggested by Bandura (19), that learning occurs in a social context therefore in order to propagate issues of national security, the conceptions and stereotypes of a society can affect their adoption of communication or not. In the long run, this would have been as a result of what the society has accepted to be norms and taught its indigenes overtime.

### **2.1.2 Hypodermic Needle Theory**

Hypodermic Needle Theory, also known as Magic Bullet Theory (hypodermic syringe model or transmission-belt model) was promulgated by Harold Lasswell in the 1920s. It was discussed in the book “Propaganda Technique” in the World War. The theory is a linear model of communication and talks about media’s power on its audience members. The message, in this theory, is said to be like a magic bullet which enters the minds of audience and injects a particular message. The theory explains how media controls what the audience views and listens to and the effects, which can be immediate or later in future (Bajracharya, 2016). The words bullet and needle are used to depict the powerlessness of the audience as media impacts public opinion and behaviour change. The theory was also influenced by media behaviourism of the 1930s (Bajracharya, 2016).

Naveed (2016) posits that early mass communication theorists who saw the media as an external influence which triggered immediate responses frequently used behaviourist notions. This can be seen in how the Nazi propaganda films depiction of Jews triggered negative response in their German audiences. Repeated exposure to these images continuously conditioned them to have negative responses when they came into contact or thought about Jews. Naveed (2016) suggests that, these behavioural notions is what informed theorists to develop the Magic Bullet Theory.

The popularization of mass media along with the increase in advertising industry or propaganda have affected audience behaviour and choice both positively and negatively. It is dangerous, as a huge mass is influenced directly and at the same time. Messages ‘injected’ can have the desired response which can cause problems and destruction or rule and uniformity.

This suggests that the audience cannot resist received message from the media which creates a uniformed thinking amongst people. Through this means, a fixed mindset and perception is created to the extent that even a single piece of information can cause many brain alterations and change opinions subconsciously (Bajracharya, 2016).

In this theory, the public is presented as being vulnerable to message which is always infused and the media is tremendously strong. The theory believes that there are no other sources of media or alternative media to compare the media’s message to. Media is the strongest at the time of crisis and in the time of war people depend on them for all the information. The theory was said to be used in Second World War by Germany and United States of America (USA) (Bajracharya, 2016).

#### ***2.1.2.1 The Present Study and the Hypodermic Needle Theory***

With thought held by this theory, if the national security authorities are able to appreciate the theory as well, it will go a long way to aid their work. This assertion is backed by the notion held by this theory which suggests that messages from the media are injected directly into passive audiences who readily accept and adopt whatever these messages require of them. If the MNS in the case of Ghana for instance wants to psych the citizenry of an impending attack, they can channel their effort through the media and other opinion leaders rather than going about posting flyers.

## **2.2 DEFINITION OF PUBLIC RELATIONS**

Although PR practice dates back to the early 20th century, the Public Relations Society of America (2020) states that the definition of PR has been defined in many ways while evolving with the changing roles and innovations of technology. PR is defined as a strategic communication process that builds mutually beneficial relationships between organizations and their publics (Public Relations Society of America [PRSA], 2020). Also, the Public Relations Institute of Southern Africa (PRISA) defines PR as the management through communication of perceptions and strategic relationships between and organisation and its internal and external stakeholders (Wallrich, 2020).

## **2.3 Public Relations in Ghana**

PR has long moved beyond being a mere appendage of the corporate governance structure and has become, increasingly, the fulcrum around which organisational image building and public goodwill revolves (Adjei, 2013). PR practice in Ghana according to Baidoo (2013) has evolved and segments these eras into four stages namely; the pre-independence stage, the post-independence stage, the professionalization stage and the revival stage. According Baidoo (2013), the kind of PR which was practiced during the colonial era was basically focused on public information. This form of PR involved practices where the colonial administration used one way communication as a vehicle to disseminate information to the general populace and also to garner support for their various policies and initiatives. This style involved the colonial administration's agents who were mostly British and who were assisted by a local who did the interpretation for them (Baidoo, 2013).

Baidoo (2013) accounts that in the post-independence stage, the birth of independence. As part of the numerous changes that took place in the government sector. The government established the Ghana Institute of Journalism (GIJ) in 1959 to train PR professionals to replace the colonial

practitioners (Asante, 2016). The professionalization stage as stated by Baidoo (2013) commenced in 1971 with the establishment of the Public Relations Association of Ghana (PRAG). This initiative according to Atawura (2010) was championed by Hermann Alah with a small group of practicing journalists as PR practitioners. This hitherto, some professionals of PR in Ghana joined foreign PR associations. Nevertheless, the complications associated with the PR practice in Ghana started not long ago after its establishment (Baidoo, 2013). These problems Baidoo (2013) notes were largely on membership and leadership disagreements.

Odelele (2016) notes that the development in West Africa the development of PR is more noticeable in Nigeria and Ghana. In an attempt to rebrand, the PRAG was re-organized as Institute of Public Relations, Ghana (IPR) with a new constitution and code of ethics (Atawura, 2010). The revival of the profession ensured the establishment of the highest standards of practice and integrity for the vibrant and growing profession. Asante (2016) notes that then IPR became the sole professional body for PR practitioners in Ghana. As part of its roles, IPR exists to provide a professional structure for the practice of Public Relations and to enhance the ability and status of its members as professional practitioners (Asante, 2016).

Ever since the revival of the profession, the practice of PR has also evolved from the stages of Press Agency to Two-way asymmetrical communication. The two-way asymmetrical was founded on behavioural and social sciences during World War I (Grunig and Dozier, 2009). This model employs research in determining the appropriate communication channels and messages which are more likely to produce support of an organization's publics without changing the organization. In some areas of the professional practice, there still exist elements of the press agency, public information and the two-way asymmetrical kind of communication. Atawura (2010) notes that even though from 2000, the practice has become stronger and research work is strongly encouraged within the practice.

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### **2.3 NATIONAL SECURITY AND PUBLIC RELATIONS**

Aliede (2015) notes that communication constitutes a substantial component of any managerial decision, from planning to implementation, no matter the organisation or its level. *Leadership* (2020) asserts that it is imperative for developing countries to imbibe the culture of using public relations in its security operations so that there is no missing link that may threaten national security. There is no doubt that the existence of any nation depends heavily on its effective security network system and this can only be achieved via effective communication between government and the governed (*Leadership*, 2020). Often explained from various divergent perspectives, notwithstanding, PR is about communication and creating mutual benefits for the interest of the engaging parties usually an organisation and its various publics (Aliede, 2015). PR should be given adequate opportunity to communicate to the public on security matters and anything that will cause problem to nation security.

### **2.4 RELATED STUDIES**

Several researchers have done work on PR but this research will look at some which are in line with this work. This works of Dairo (2017) and that of Guerrero-Castro (2013) were reviewed for the study.

Dairo's (2017) study sought to explore the connection between national security and communication. The paper explored the symbiosis that exists between national security and communication from the Nigerian perspective as both variables influence each other. The findings of the study indicates that communication within a nation could 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 study recommended that the 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 (Dairo, 2017).

Guerrero-Castro (2013) looked at proposing an interdisciplinary approach for strategic communication in the field of security and national defence. The study was able to elucidate the definitions of what strategic communication for security and national defence as well as what the missions and objectives are and how it should be approached. Guerrero-Castro (2013) also proposed a model for strategic communication for security and national defence which was generated with the knowledge gained.

## **2.5 CHAPTER SUMMARY**

This chapter was hinged on reviewing the literature on how certain theories could help ground this study theoretically. Also, the researcher introduced related studies to bring to light an empirical perspective. The next chapter gives a presentation of the research methodology that was employed by the study.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.0 RESEARCH DESIGN**

The research design helps the researcher to answer the research questions effectively and serves as a guide to choose the appropriate data required for the study. This study will use the descriptive approach to attempt assessing the role of PR in communicating national security issues. Bryman and Bell (2015) explain that descriptive research design is a process of collecting data in order to answer questions concerning the current status of the subjects in the study. This approach is often preferred by researchers in social science and has frequently been used (Kvale, 2007).

In line with this argument, this study will adopt the qualitative method of research. Denzin and Lincoln (2005) are of the view that a qualitative method has to do with the interpretive approach to research. This could comprise using case studies, interviews, personal experience and observations. Researcher who use qualitative techniques intend to understand the phenomena under study in terms of the meanings people bring to them (Denzin and Lincoln. 2005). Grbic (2007) supports this assertion by stating that qualitative researchers probe the underlying assumptions of positivism. This path thrives on the paradigms of interpretivism and/or constructivism. This is further broken down to show that objective knowledge can be obtained which is independent of interpretation (Grbic, 2007).

#### **3.1 RESEARCH POPULATION**

Trochim (2006) espoused the view that sampling is the process of selecting units (examples, people, organizations) from a population of interest so that by studying the sample, we may

fairly generalize our results back to the population from which they were chosen. A population is the group of interest from which the researcher solicits possible information about the study (Babbie, 2010). William (2006) espoused that sampling is the process of selecting units (examples, people, organizations) from a population of interest so that by studying the sample, we may fairly generalize our results back to the population from which they were chosen. This means that a population cannot be thoroughly studied therefore, a sample is taken to give the true representation of the population. The population for the study will be PR and Security consultants.

### **3.2 SAMPLE SIZE AND SAMPLING TECHNIQUE**

Sampling is the procedure a researcher uses to select people, places, or things to study (Saunders, 2012). The quality of a sample determines the quality of the research findings in large measure. Sampling and selection of a site will to a large extent be influenced by the strategy of enquiry used by the researcher (Braun and Clarke, 2006).

Levy and Lemeshow (2008) argue that in this type of sampling, individuals are selected who are considered to be most representative of the population as a whole. In other words, the sample is selected based on the judgement of the researcher. This study will employ the non-probability sampling method where the respondents will be purposive sampled.

The main goal of purposive sampling is to focus on particular characteristics of a population that are of interest, which will enable the researcher answer their research questions (Laerd, 2012). From the population, the study will solicit the views of ten (10) PR and Security consultants. These consultants will be sourced using the contacts of the researcher as well as some level of snowballing technique to arrive at the stated number. The consultants will

comprise lecturers and general practitioners from the fields of PR, communications and security.

### **3.3 DATA COLLECTION AND ANALYSIS**

Data acquisition is very important in every research since without data no meaningful research could be pursued. Therefore, it is necessary to determine the appropriate means for collecting data. Interviews will be used to gather primary data from the research respondents. Even though there will be the use of interview guide, follow-up questions will be asked based on the answers that will be given during the course of the interview.

The data collected will then be analyzed using the thematic analysis approach. By using thematic analysis, the researcher closely examines transcripts of the qualitative data to identify common themes, topics, ideas and patterns of meaning that repeatedly come up. These themes, topics, ideas and patterns are highlighted and given codes or labels to describe their content and to facilitate analysis.

### **3.4 RELIABILITY AND VALIDITY**

To ensure reliability of the instrument, the researcher will undertake to include the following measures; firstly, an attempt will be made to describe the findings of this study exhaustively. The intention will be to provide information, which could inform other audiences and help in determining whether the study results are applicable to their situations. Bryman and Bell (2015) posit that by describing a phenomenon in sufficient detail, one can begin to evaluate the extent to which the conclusions drawn are transferable to other times, settings, situations, and people. Secondly the emerging data and its interpretation will be peer reviewed. The researcher anticipates that the feedback will be valuable in shaping this study as well as its data

interpretation. Further, the interview sessions with the respondents will be recorded in order to ensure validation with participants and that the data recorded reasonably represents their accounts. The use of an audio recorder will enable the researcher revisit events and conversations especially where the researcher is in doubt. Lastly, the researcher will work closely with the research supervisor at all the stages in the research process for guidance.

### **3.5 ETHICAL CONSIDERATION**

This study will take into account ethical considerations because of the nature of the problem that the study seeks to investigate. Bryant and Bell (2015) advised that researcher should ensure that respondents are protected from any physical or psychological harm that may arise from research procedures. In line with international best practices in education, the researcher will inform the respondents the intentions of the study and seek their consent. The researcher will also use pseudonyms during the writing of the report. In light of the COVID-19 pandemic, the study will work in line with the precautionary measures suggested by the Ghana Health Service and the World Health Organization. For which reason, if not convenient to meet in-person, other technological means like video calls or conferencing will be adopted.

## CHAPTER FOUR

### SUMMARY AND CONCLUSION

#### 4.0 SUMMARY

Kennedy (2020) notes that when keeping the public informed, it is essential to keep security in mind, to be accurate and to follow propriety and policy. PR has the tough task of keeping the public aware of these kinds of information. The purpose of a PR officer in this regard is to increase public understanding of issues on national security and economic development (Kennedy, 2020). In furthering this line of argument, *Legal Affairs* (2020) reflects on Madison's (1994) observation that;

A popular Government, without popular information, or the means of acquiring it, is but a Prologue to a Farce or a Tragedy; or, perhaps both. Knowledge will forever govern ignorance: And a people who mean to be their own Governors, must arm themselves with the power which knowledge gives.

The study aimed at assessing the role of PR in communicating national security issues. *Leadership* (2020) is of the view that realising the concepts of public affairs, issue management and lobbying are aspects of PR that seek to promote good governance which synchronizes with the need to establish the role PR plays in ensuring safety and security in a country. PR practice in the police or military must use the process of research, planning, implementation and evaluation in carrying out their duties. For instance, co-coordinating the participation of the police and the military in special events and community affairs as well as supervising their communication activities. This therefore goes to suggest that assessing the role of PR in communicating national security issues is essential to academia, nation-states and countries alike.

#### **4.1 CONTRIBUTIONS OF THE STUDY TO KNOWLEDGE**

In adding on to the body of knowledge, it is worthy of note that the study assessed the role PR plays in communicating national security issues from an indigenous Ghanaian perspective. This was in an attempt to establish that PR as a discipline has evolved especially as the study would affirm that PR practice in Ghana has developed to be an essential factor in national security. Further, the study will help in appreciating ways PR can be used to communicate national security issues effectively. Again, by exploring the roles of PR, the study will help identify and propose where PR actually comes in along the communication process. With this study as a basis, further studies can be conducted to develop a national security communication model to explain the role of PR plays in communicating national security issues. In the development of the model, as suggested by Havenga, Poggenpoel and Myburgh (2014), there will be the need to construct a conceptual definition, followed by structuring and contextualizing the model. This will help to add substantially ground-breaking academic work in PR with Ghanaian origins, which in turn will try to close the gap found by Mersham, Skinner and Rensburg (2011) that most PR literature is from outside Africa.

#### **4.3 ORIGINALITY OF THE STUDY**

In furthering this course, this section will discuss the researcher's reflections in an attempt to depict the originality of the study. The initial point is drawn from the use of both primary and secondary data to answer the research questions. Again, the researcher discussed the key concepts of the study, PR and national security and attempted to draw a link between the two. Also, the researcher bases arguments made with a Ghanaian dynamic in an attempt to localize the study. This approach was adopted so that the study can be used as a reference material in the sub-Saharan region and Africa as a whole.

#### **4.4 CONCLUSION**

Overtime, PR practice has evolved and grown to be featured in other sectors which did not traditionally need it. One such sector is that of national security for which reason this study attempted to assess the role of PR in communicating national security issues. This was necessary because it is important to continually train and educate key figures in the communication of national security issues as the literature indicates that most defense reporters performing the media relations functions of the police and military typically do not have sufficient knowledge of PR. The study in this regard found out that the use of PR services is important for all security outfits because while intelligence reports are confidential, there are elements of security information that should be released to the public in order to gain their trust in the system for their protection. This action could be translated to mean the government takes care of its security well-being thereby ensuring that there is no missing link that could endanger national security. Overtime, the norm would be that countries integrate a culture of using PR into their national security endeavours.

#### **4.3 RECOMMENDATION**

The study recommends that there must be a two-way communication that can establish, maintain and sustain favourable image with the citizenry. The literature shows that keeping the citizenry informed about the security operations of the police and the military in a timely, complete and accurate fashion without jeopardising the security of the nation is an essential way of communicating and managing issues related to national security. Also, for further studies other researchers should consider conducting studies to develop a model which further explains the role PR plays in the affairs of national security.

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