NIGERIA

BRECKAN KIMMEL

ETHNIC GROUPS

There are over 250 ethinic groups in Nigeria, with dominance in Hausa 30%, Yoruba 15.5%, Igbo (Ibo) 15.2%, Fulani 6%, Tiv 2.4%, Kanuri/Beriberi 2.4%, Ibibio 1.8%, Ijaw/Izon 1.8%, other 24.7%.

LANGUAGES

English (official), Hausa, Yoruba, Igbo (Ibo), Fulani, **over 500 additional indigenous languages**

RELIGION

Muslim 53.5%, Roman Catholic 10.6%, other Christian 35.3%, other .6% (2018 est.)

OVERVIEW

(The Word Factbook)

POPULATION

Africa's most populous country. Population of over 180 million and estimated population by July 2020 is 214,028,302.

Infrastructure

Political System

(Hanson, 2007)
(The Word Factbook)

GOVERNMENT

Nigeria is a federal presidential republic. The federation structure of government was inherited from former colonial British rulers. Made up of an executive, legislative and judicial branch.

CORRUPTION

Power resides in the central government, which controls most of the country's revenues and resources. Corruption engendered by oil wealth is a pervasive issue.

CONFLICT

A dysfunctional federalist structure causes country-wide ethnic and religious tensions. Other conflicts include a need for constitutional revision, redistribution of oil revenue, and an end to political violence.

Infrastructure
Economic Development
(The Word Factbook)

OIL

Nigeria is Sub Saharan Africa's largest economy and relies heavily on oil for foreign exchange dollars and government revenues. Still, over 60% of Nigeria's over 180 million people are still below the poverty line.

BARRIERS TO GROWTH

Nigeria's lack of growth is owed to inadequate power supply, lack of infrastructure, delays in the passage of legislative reforms, restrictive trade policies, an inconsistent regulatory environment, and continued corruption in government.

SOCIETAL IMPACT

With over 60% of people living below the poverty line, Nigeria struggles with high birth rates and STDs due to lack of family planning, preventative resources and information. Average school life expectancy is 9 years and average literacy rates for males is 71.3% and 52.7% for females.

Infrastructure
Activism

(Social media will be key poll battleground, 2018)

(Discussions around future of media and social activism in nigeria, 2019)

(Street debate: How #ArewaMeToo shed light on sexual abuse in nigeria, 2019)

SOCIAL MEDIA

Social media continues to play a growing role in the activism of Nigerians. From #OccupyNigeria to #ArewaMeToo to #SMWFreePads, Nigerians continue to use social media as a way to unite dispersed peoples on given issues. These cases of activsim were propelled by platforms such as Facebook, Twitter, blogs and blackberry messenger.

POLITICAL ACTIVISM

Social media protests were incredibly important during recent elections of government officials. Online anti-corruption protests called for leaders that represented the people's needs. Nigeria implemented a tax on social media usage which was met with mass criticism, then repealed.

YOUTH & STUDENT ACTIVISM

In Nigeria, a more politically engaged youth has recently led a successful social media campaign to reduce age restrictions for prospective elected officials at both the national and state levels - 'Not Too Young to Run Movement' . In addition, students across Nigeria continue to question and voice opposition to theoretical structures and power institutions.
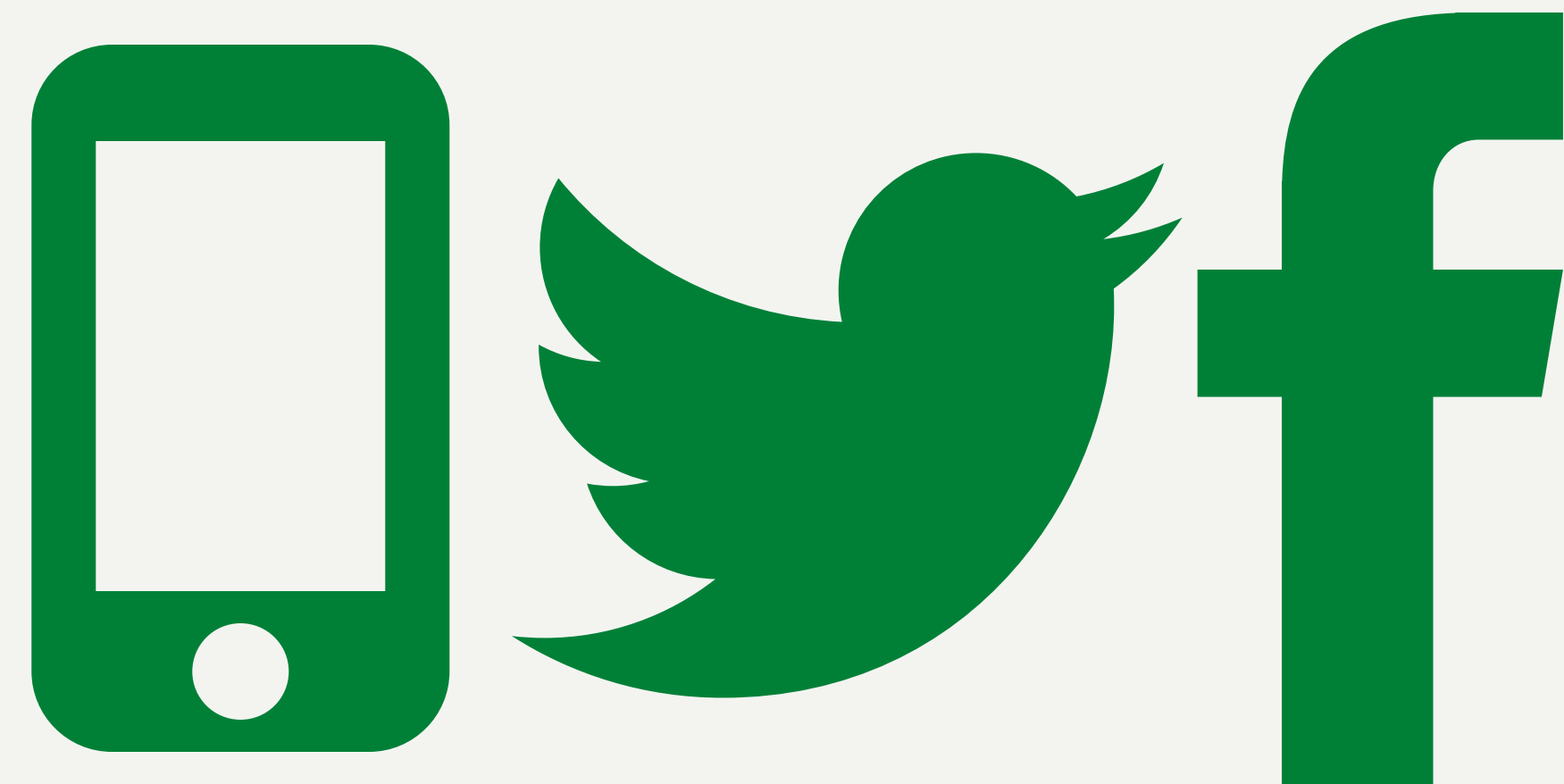
Media
Outreach
(Hanson, 2017)
(Kamaldeen, A. A., Saudat, S. A., & Rasaq, M. A, 2019)

OUTREACH

Nigerians benefit from some of the strongest and livelist media outlets in Africa. Every state has radio stations and there are more than 100 national newspapers. Radio stations help bring media to those with lower literacy. Mass media is also responsible for mobilizing development efforts for Nigeria to combat corruption and promote good governance and transparency by shedding light on public issues for nation building.

GOVERNMENT USE

The government and law enforcement agencies use social media to connect with the people. Oftentimes, this is to prevent the organization from negative public perception. African tech start-ups connect with phone companies to spread the use of mobile technology. This is most common on Twitter and facebook.

ALTERNATIVE USES

African tech start-ups connect with phone companies to spread the use of mobile technology. Many people bank through their phone number as opposed to western uses of mobile banking. This often helps determine credit score. Many mobile phones already have access to Facebook and WhatsApp upon buying.

Media
Control

(Hanson, 2017)
(Kamaldeen, A. A., Saudat, S. A., & Rasaq, M. A, 2019)

MEDIA CONTROL

Propagandistic media has been a recurring problem throughout the history of Nigeria, but is being rivaled and challenged over time, especially by youth and student activists.

#ENDSARS

SARS is the Special Anti-Robbery Squad, which is essential a special task force of Nigerian Police. They have shot at protesters, raided homes and personal belongings, prevented people from speaking with their lawyers, and accept bribes.

SOCIAL MEDIA SAFE SPACE

Because of events such as SARS protests, many users feel much safer and more united speaking out on social media platforms. Social media connects dispersed people under one issue.

Media
Access
(Hanson, 2017)
(Kamaldeen, A. A., Saudat, S. A., & Rasaq, M. A, 2019)

MEDIA ACCESS

Nigerian government officials tried to implement a tax for social media access which was met with mass criticism and backlash. Social media is a core pilar of Nigerian actvisim by helping people in various geographic locations of the country to unite in the form of mass protests and rallies.

MANY PR PRO'S STILL PAY JOURNALISTS

Many journalists still demand bribes or set a price for how much it will cost to put a story in their publication, regardless of whether or not it is something within relevant proximity of their readers.

EXAMPLE OF LIMITED ACCESS - #STOPRUBBINGUS

A Nigerian student was stopped by police and forced to hand over his phone. After they went through all of his personal information on his phone, they took his money (mobile banking) from him, which was going to be used to pay his father's medical bills. He ended up dying.

PAID PUBLICATION

Many journalists still demand payment for publication. This is undergoing change as international companies are now rivaling national agencies. This often contributes to the circulation of fake news.

FUNDING &RESEARCH

In the last decade their has been a shift towards funding more PR initiatives. PR used to be a copy-paste job. Companies look to solve problems but do not have an archive of research and data about their problem, making it harder for PR to be strategic. Little, if any, external and internal data has been archived.

COMPETITION SETTING THE TONE

International organizations and agencies are setting the tone for ethical practice in Nigeria. They are competing in the market with local agencies. PR professionals in Nigeria have limited access to organizational decision-making, thus impacting job satisfaction and influence, but this is beginning to change.

Professionalism

(Pratt, 1986)

(Maria Adediran

CIVIL SOCIETY

(Omobowale, A. O., 2018)
(Hanson, 2017)

Nigeria's colonial history and experience gave way to the metamorphisis of civil society. Civil society organizations are extremely important to activism and advocate for public and political issues. Though civil society is fragmented, it is active and growing in strength.

PR education in Nigeria is just now becoming a stand-alone field. Oftentimes, PR falls under the umbrella studies of "Mass Communication". As a result, radio, journalism and other related mass comm. studies are not tailored to PR.

Because PR education is slowly developing, many PR professionals learn on the job in a form of an 'apprenticeship'. They learn by watching and doing, as well as borrowing from journalism studies.

PR EDUCATION

(MARIA ADEDIRAN)

MAJOR TRENDS IN PR

PAID PUBLICATION

Even though international companies are setting the tone for how ethical PR should be conducted, many journalists still expect and accept payment for publication, mostly because they're underpaid.

PUSH FOR ETHICS

The success of ethical organizations in the field have challenged local agencies, for the most part, to practice ethical PR.

SOCIAL MEDIA OUTREACH

PR is often linked to monitoring the social media environment as almost everything important is discussed on these media platforms.

PART OF INTERVIEW QUESTIONS

STATUS OF WOMEN

ECONOMIC FREEDOM

With limited, if any, access to information and preventative action for pregnancy, many Nigerian women become mothers at a young age and become tied to domestic work. Because of this, many Nigerian women have extremely limited opportunity for education and in the workforce.

OPRESSION

Many Nigerian women are expected to handle domestic work like cleaning, cooking and child-rearing. They lack equal opportunity of men and often have limited power and access to power positions. Some place, like Southern Nigeria, see more women involved and out in public life.

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