

**ANALYSIS OF PUBLIC RELATIONS
EFFECTIVENESS:
(A CASE STUDY OF SELECTED OIL COMPANIES
OPERATING IN THE NIGER DELTA REGION OF NIGERIA)**

BY

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ABSTRACT

The oil producing area of Nigeria, known as Niger Delta Region is faced with serious crisis caused by the denial to have a fair share of the revenue from petroleum extracted from their land, neglect, environmental pollution and other injustices on the people of that region by the oil companies operating in the area and the use of force by the Federal Government to suppress their agitations. These made the people to intensify their struggle for fairness and thereby distorting the peace in the area that accounts for more than 85% of our national income. The oil producing companies on the other hand claimed that they have done a lot to their host communities through their public relations programmes and projects.

If the problems are not solved, the incomes of the oil companies and the Federal Government would be drastically reduced. Hence the need to carry out analysis and evaluation of the public relations programmes of the oil companies and recommend possible public relations strategies towards the resolution of the Niger Delta crisis. This position necessitated my study. The study was put into Five Chapters, that covered introduction, literature review, research methodology, Data presentation/ Analysis / Interpretation and research findings, summary, conclusions and recommendations.