

**THE ROLE OF PUBLIC RELATIONS IN
POVERTY
ALLEVIATION/ERADICATION: A
SURVEY OF TWO RURAL AND URBAN
AREAS.**

BY

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ABSTRACT

This research project was embarked upon to study the role of public relations in poverty alleviation/reduction: a case study of selected rural areas and urban cities which included Ikwo in Ebonyi State, Ebe in Enugu State, Abakaliki and Enugu.

The researcher used survey research method in carrying out the research. A sample size of its respondents was randomly selected from the population of the study.

In this study, four hypotheses were formulated which include among others, the exposure to information and education on modern farming techniques among rural dwellers will help in improving farming output and thereby help in reducing poverty among rural dwellers. The researcher used chi-square in testing the hypotheses. Tables and percentages were also used in the presentation of data, which were properly analysed.

The statistical results shown among others that 75.3% of the respondents agreed that lack of effective communication contribute to poor performance of government poverty alleviation programme, 75.7% of the respondents agreed that public relations is important in fighting poverty.

Several findings were made in this research which included among others:

- (1) that rural-urban migration is largely responsible in putting pressure on the facilities at the urban cities and hence compound the problem of poverty in these urban cities;
- (2) that information managers in government establishments responsible for the management of poverty related information are poorly trained for such task;
- (3) that most people worst affected by poverty are people who did not acquire higher education;
- (4) that high level of corruption among Nigerians, both in government and outside government contribute a lot in increasing government establishment responsible for the management of poverty related information are poorly trained for such task.

In conclusion, the following recommendations were made: effective research, use of traditional communication methods among others.