

## THE MEDIA AS AN INTEGRAL PART OF PUBLIC RELATIONS PRACTICE.

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### ABSTRACT

The media and media relations are components of communication studies, including the process of public relations practice. This paper therefore, examined how public relations experts could work in hands to hands with the media and the extent and importance of the relationship in the practice of public relations (PR). Three objectives were formulated. The theories used were Framing, Third Person Effect, Technological and Cultural Determinism theories. Survey design including a focus group discussion helped in the data extraction. The population of the involved communities was put at 10,562 while the sample size was 722. Two public relations experts and two media persons were used for the focus group discussion. The study found out that in public relations practice, media team and media relations are key, impactful and very important to public relations practice. It recommended that entrepreneurs should invest in public relations and media industries in order to harmonize and create a very good working environment for both professions. Organizations should be able to effectively develop and equip their public relations department with modern communication gadgets and technology for effective and good quality performance. The media and public relations professionals should practice in accordance to global standards and avoid misinformation and fake news.

**KEYWORDS:** Public Relations, Media, Media Relations, Impact, Importance, Organizations.

## **CHAPTER ONE INTRODUCTION**

### **1.0. Background to the Study**

#### **1.1. Public Relations**

The contemporary practice of public relations according to Cutlip, Center and Broom (2000), was defined back in 1976 by the pioneer in public relations education, Rex Harlow, who examined close to 500 definitions and concluded that public relations is a distinctive management function which helps establish and maintain lines of communication, understanding, acceptance and co-operation between an organization and its public, involves the management of problems or issues, helps management to keep informed on, and responsive to public opinion, defines and emphasizes the responsibility of management to serve the public interest. It helps management keep abreast and effectively utilize change. To serve as an early warning system to help anticipate trends and uses research and ethical communication techniques as its principal tool.

However, public relations (PR) is seen as an activity that is as old as the creation of man that have evolved through media and media relations. The real meaning and knowledge of public relations (the relationship between an organization and the public) as well as the promotion of public relations as a profession and career were not very clear until the recent past when public relations practice, programmes and activities were considered as powerful tools for coordinated human and business image, Achison (2005). Public relations management involves all the things that management does or does not do which can affect public opinion. Public relations management emphasizes practical application of public relations principles, strategies and techniques in solving diverse problems in business and non-commercial organizations. This goes to show that its emphasis is on how public relations can be practiced or applied in these organizations to help them achieve their various missions, objectives and goals. Nwosu (1996).

##### **1.1.2. The Media**

The term "media" refers to the various channels through which information is communicated to a broad audience. Media encompasses traditional platforms such as print (newspapers and magazines), broadcast (television and radio), and, more recently, digital platforms such as the

internet and social media (McQuail, 2010). Historically, the media has been regarded as the "fourth estate" due to its crucial role in informing the public, acting as a watchdog over the government, and fostering democratic engagement (Habermas, 1989). Today, the media serves a multifaceted purpose, including information dissemination, entertainment, education, and shaping public opinion. As technology has evolved, so too has the concept of media expanding to include interactive and user-driven platforms that alter how individuals access and interact with content. One of the core functions of the media is to inform the public by providing access to current events, news, and developments that impact society (Shoemaker & Reese, 2013). The media such as television and newspapers have long been the primary sources of information for the masses. They offer structured, editorially controlled content that adheres to journalistic standards, ensuring accuracy and reliability. This role is critical in democratic societies, where an informed citizenry is essential for decision-making and holding power to account (Norris & Inglehart, 2009). In countries like Nigeria, where media plays a vital role in governance and public engagement, traditional media remains a trusted source of information, especially for older and rural populations (Akinola, 2019). And that makes it one of the major key techniques in public relations practice.

The public relations practice and engagement of audience are typical examples of professions that have considerably been affected by this online revolution (Phillips, 2001). To practice public relations the media are necessary to communicate to the publics of an organization. In developing world, a couple years in the past, the audience of the publics can be reached through the old media. But now, audience can be reached by the new media, mass media or digital media. The rise of digital media, however, has transformed the media landscape. The advent of the internet and social media platforms like Facebook, Twitter, and Instagram has democratized information distribution, allowing anyone with access to these platforms to create and share content (Kaplan & Haenlein, 2010). Digital media enables real-time communication and provides users with greater control over the information they consume. Unlike traditional media, which is often top-down and one-way, digital media fosters interactivity, allowing users to engage with content, comment, and share opinions, thereby reshaping public discourse (Jenkins, 2006). In Nigeria, where internet penetration is steadily increasing, particularly in urban areas like Lagos, digital media plays an ever-growing role in how people consume news and participate in conversations about social and political issues (Okoro & Odoemelam, 2013).

However, the growth of digital media has introduced challenges, particularly in terms of credibility and reliability. Traditional media institutions, with their professional standards and editorial oversight, are generally regarded as more trustworthy sources of information. In contrast, digital media often lacks the same level of regulation, leading to the proliferation of misinformation, fake news, and echo chambers, where individuals are exposed only to viewpoints that reinforce their preexisting beliefs (Tsfati & Cappella, 2005). This has complicated the media's role as an objective provider of information, with audiences now required to critically evaluate the credibility of their sources, particularly in the digital space. In Nigeria, the rise of social media as a news source has led to increased concerns about the spread of misinformation, particularly during sensitive events such as elections (Okoro & Odoemelum, 2013).

Despite these challenges, digital media has been credited with fostering participatory communication and empowering marginalized voices. Social media platforms, in particular, provide a space for individuals and groups to share perspectives that may not be represented in mainstream media (Shirky, 2011). This has been evident in public relations practise, where social campaign such as #EndSARS used social media to mobilize mass protests and draw attention to issues of police brutality (Adegoke, 2021). Digital platforms give people the tools to challenge dominant narratives, hold institutions accountable, and advocate for change. This participatory nature of digital media represents a shift from the passive consumption of information that characterizes traditional media, enabling a more active form of public engagement. The concept of media has evolved significantly over time, from the traditional formats of print and broadcast media to the dynamic and interactive world of digital media. While traditional media continues to play a critical role in information dissemination, particularly in maintaining journalistic standards and credibility, digital media has introduced new possibilities for communication, engagement, and participation.

The tension between these two forms of media highlights the ongoing transformation in how societies consume and interact with information. As media continues to evolve, its role in shaping public discourse, influencing opinions, and fostering democratic participation will remain central to both national and global contexts. The media have evolved from early cave paintings to today's mass media, facilitating communication on various scales. Significant milestones include the 15th-century printing press, which increased literacy, and the 20th-century rise of radio and television,

reaching mass audiences. This evolution has led to "Old (Traditional) Media" and "New (Digital) Media." Reine Hdroj, a marketing specialist, emphasizes that while the future of media is unpredictable, it will continue evolving with new technologies. Embracing change and new innovations is crucial, as anyone could create the next significant breakthrough (Lesley, 1976).

### **1.2. Statement of the problem**

With past evidence suggesting that public relations practitioners were open to using new technology (Porter & Sallot, 2003), it seems incongruous that even a traditional mainstay of public relations practice like media relations is not taking advantage of the possibilities offered by the web and new technologies. The new media such as Internet gives public relations practitioners a unique opportunity to collect information, monitor public opinion on issues, and engage in direct dialogue with their publics about a variety of issues as relates to the organization and it's stakeholders or publics. However, much of the literatures available have an overall tone of lament that practitioners were simply transferring traditional approaches of public relations practice and not utilizing the unending benefits provided by new technologies, thereby not fully intigerating social media tech in modern public relations engagements.

The problem of this research endeavour, therefore, addresses two critical questions:

1. what is the role of media in public relations?
2. How important is the role of media in public relations practice?

These critical questions determines the actual role and use of media in public relations practice of organizations private sectors or public institutions.

### **1.3. Aim and Objectives of the Study**

Generally, this study aimed to study the importance, influnce and the key function of media and media relations in public relations practice. Specifically the objective of the study were to:

1. Identify the role of media in public relations practice,
2. The importance of the media in public relations practice, and
3. How important is media relations in public relations practice.

#### **1.4. Research Questions**

This study is to find answers to the following questions:

1. What is the impact of the media in public relations practice?
2. How important is the role of media in public relations practice?
3. How important is media relations in public relations practice?

#### **2.0. Literature Review**

This section of the study focused on literatures and studies by other researchers that are relevant to this study. It is important for better understanding of the subject and for building a researcher's work on specifics.

##### **2.1. Conceptual review**

Here, the researcher examined how previous authors defined and explained the concepts which embody this study. The sub-section, thus, reviewed and looked at the following key concepts so to give clarifications and explanations of these key concepts.

##### **2.1.1. The Role of Media in Public Relations**

The media plays a very important role in public relations, using its relationship with organisations to inform the public of an organization's plan, mission, policies and practices in a positive, consistent and credible manner. Many people use the terms public relations and media relations interchangeably. That is incorrect, the media and its relations refers to the medium and relationship a company or organization develops and enjoys with journalists, while public relations extend that relationship to the general public (the relationship between an organization and the public) Johnston (2013). Media relations (MR) is different from public relations (PR), the media is a sub unit of public relations. The contemporary practice of public relations according to Cutlip, Center and Broom (2000), was defined back in 1976 by the pioneer in public relations education, Rex Harlow, who examined close to 500 definitions and concluded that, public relations have a distinctive management function which helps to establish and maintain lines of communication and understanding, acceptance and co-operation between an organization and its publics involves in the management of problems or issues. It helps management to keep informed on, and to be responsive to, public opinion, defines and emphasizes the responsibility of management to serve the public interest, helps management keep abreast of, and effectively utilize, change, serving as an early warning system to help anticipate trends, and uses research and ethical modern communication techniques as its principal tool through the media. foundation of previous studies.

### 2.1.2. Media Relations vs Public Relations

Public relations (PR) is the process of maintaining a favorable image and building beneficial relationships between an organization and the public communities, groups, and people it serves. Media relationship is the process organizations use, adopt in maintaining their relationship with influencers, media personalities, media houses or outlets, for the smooth coverage of their activities, products and news. It could be in the form of planned advertisement, press release or press conference. These are well planned strategies to create favorable impressions through paid messages, public relations does not pay for attention and publicity. Instead, PR strives to earn a favorable image by drawing attention to newsworthy and attention-worthy activities of the organization and its customers. For this reason, PR is often referred to as “free advertising.” People have branded their livestock to indicate ownership since ancient times. Artisans and other merchants put their marks on their wares to indicate source, and with that, a level of quality assurance. At first, PR were more aligned with things. Then they were applied to services and experiences. After that, they were more about concepts, ideas and images. Increasingly, they focus on values and access.

In media relations, companies using integrated marketing communication, use more of public relations strategies and media relations strategy in order to overcome clutter emanating from competition and also to act as socially responsible organizations especially during product crisis. Today’s marketers see media relations as a vital promotional tool that can be used to enhance a company’s overall marketing performance. This is because it is more credible and acceptable by consumers because they believe that public relations oriented messages are coming from selfless unbiased personnel. Omolola, Pius and Ibitoye (2017).

Public Relations and Media Relations are two major approaches adopted by organizations to reach out to their customer(s) or audience, by publicizing its offerings and brands mission.

Although the publicity strategies may overlap in several aspects, there are still many key differences between public relations and media. Additionally, organizations may have detailed public relations plans they rely on frequently to reach customers, while media relations may make up only a small part of an overall public relations campaign. The Internet which is part of mass media has been used extensively for accessing instantaneous information and communication across geographical boundaries. Due to its characteristics of speed, efficiency and economy, the Internet began to be applied increasingly across various



institutions and organizations to enable their presence felt by their customers or audience at every part of the globe. It is beyond doubt that since the last decade, the Internet has evolved faster than any other communication channel and has dynamically changed lives and professions, including information gathering and engagements to various tasks. Public Relations practice and engagement of audience are typical examples of professions that have considerably been affected by this online revolution (Phillips, 2001). To practice public relations the media are necessary to communicate to the publics of an organization.

According to Alfonso and de Valbuena (2006), research has shown that practitioners are not fully embracing the new media, they are ill-equipped to do so and have a fear of the technology. The terrain of public relations practice is also shifting with new media bringing about substantial increases in stakeholder's strength through facilitating communication within stakeholder groups and between different stakeholder groups (der Merwe, Pitt & Abratt, 2005). Stephens (2007) concluded that, information pours out of digital world and news now arrive astoundingly fast from an astounding number of directions and it is often free for everyone. In communication, there is need for the use of appropriate media to reach the audience. And the need for businesses and organizations to determine audience preferences in communication since the contents of communication is driven by audience preference and interest. However, media relations involve 'managing relationship' with the media, script writers, producers, social media influencers and news casters, whom contribute and control what appears in the print, broadcast and online media.

According to Biagi (2005), media relations is contacting news media, freelance writers and trade publications with the intent of getting them to publish or broadcast news and features about or originated by the organizations, this was collaborated by Hanson (2005), who stated that media relations is a two-way interaction with members of the press", broadcast and Online media.

Chevwick (2018) media relations strategies is the calculated deployment of media to tell an organization story.

## **2.2. Theoretical review**

The following theories were found relevant to the study:

### **2.2.1. Framing Theory**

This theory examines and interrogate the approach and manner information is presented in



the media, shape the narrative, public understanding and attitudes. The idea of framing the thinking or perception of news consumers was first posited by Gregory Bateson in 1972. He defined psychological frames as a “spatial and temporary bounding of set of interactive messages” (Bateson, 1972, p. 197) that operates as a form of metacommunication (Hallahan, 2008). Framing theory went on to describe the practice of thinking about news items and story content within familiar context. Framing is related to the agenda-setting tradition but expands the research by focusing on the essence of the issues at hand rather than on a particular topic. The basis of framing theory is that the media focuses attention on certain events and then places them within a field of meaning. This theory can be related to this study because it talks about shaping opinions, minds and perception which is the key role of media in relation to public relations practice.

### **2.2.2. Third-Person Effect Theory**

Third-Person Effect Theory suggests that people tend to overestimate the impact of information the media passed over to people or its publics, while underestimating the impact of that information on them. This theory explains how the media impact and shape public narrative and opinion by creating a negative perception of impact of media information. Some studies have supported this theory, such as studies that have found that people are more likely to support censorship of media content that they perceive as having a negative influence on others (Davison, 1983). However, critics argue that the theory overlooks the role of cognitive biases and individual differences in perceptions of media effects, and that it oversimplifies the complex relationship between media and public opinion (Gunther & Storey, 2003).

### **2.2.3. Technological Determinism Theory**

Technological Determinism Theory suggests that technology such as communication gadgets is the primary driver of social change and that the use of technology in new media and internet determines impact on human behavior, culture and engagement. Suggesting that media have the power to shape human behavior and perception by providing new tools and platforms such as social media for communications, public relations practice and engagement. Some research has supported this theory, such as studies that have found that social media use is correlated with changes in social and political behavior (Shirky, 2011). However, critics argue that the theory overlooks the role of human agency and social factors in determining technological development and use, and that it oversimplifies the complex relationship between technology and society (Cheney-Lippold, 2011). This study will base on

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this fact to determine the integral role of the media in public relations practice.

#### **2.2.4. Cultural Studies Theory**

Cultural Studies Theory argues that media as a key site of cultural production and it impacts on a major role in shaping identities as well as reflecting on their cultural values. This theory suggests that media can impact cultural norms and values by representing and shaping dominant discourses and ideologies. Some research has supported this theory, such as studies that have found that media representations of race and gender can influence social attitudes and behaviors (Van Zoonen, 2005). However, critics argue that the theory overlooks the agency and resistance of publics in interpreting and explaining media messages, and that it over rates the power of media in shaping culture (Fiske, 1989). Media theories provide valuable insights into the complex relationship between media society and it's engagement in public relations, but they are not without limitations and criticisms.

### **2.3 Empirical Review**

In this section, a comprehensive and systematic examination of the works of other scholars carried out by using empirical methods were reviewed. Four relevant studies were analyzed, examined and interrogating their objectives, methodology, findings, and contributions to knowledge.

1. Ran An (2024) in a study titled "The Role of Digital Media in Shaping Public Relations: Developing Successful Online Communication Strategies for Enterprises" examined the transformative impact of digital media on public relations (PR) strategies, paying special attention on real-time engagement, corporate reputation management, transparency, authenticity, and the strategic use of data and analytics. The study aims to identify enterprises' opportunities and challenges in adapting to the evolving digital public relations engagements. The review of the study highlighted on the dual nature of digital media as both an opportunity and a challenge, urging enterprises to adopt agile, transparent, and ethical communication strategies to strengthen stakeholder relationships. The study emphasizes the necessity for continuous adaptation to the rapidly changing digital media, offering practical implications for organisations seeking to add value to their public relations and media effective engagement. The findings include equipping Public relations teams with tools like technology and good medium to engage the stakeholders in meaningful two-way communication.

2. Yuyue Zhang(2023), in the study "Interaction Between Media and Public Relations: Establishing Effective Communication Channels" researched on the topic Media [www.ijarp.com](http://www.ijarp.com)

and public relations are the interactive relationship between organisations , media, and that the effective communication channels that are crucial for establishing good media and public relations engagements. The study examines the concept and significance of media and public relations, and proposes effective communication medium such as , conferences, press releases, social media platforms, interviews and interviews, public speeches, and forums. Including the establishment of effective communication channels, transparency and integrity, timely response and handling of crises, establishing a two-way communication mechanism, regular contact and communication with the media, and a cooperative and win-win attitude. The authour concluded by argueing that establishing effective communication channels is crucial in the interaction between media and public relations.

3. Reshma. S (2024), In the study entitled ” A Study About Effect of Social Media on the Practice of Public Relations”. The study examined how social media is utilised in public relations practice. The author argued that using social media as a tool and medium for public relations is effective. The study interogated the use of social media channels to build brand awareness and credibility of an organisation , private or public sectors. The study also examined how public relations professionals can use social media to reach a very large audience, thus improving the outcome of their goals and the overall success of the organisation or the individual they are promoting. Thus, the impact of social media (new media ) in public relations and marketing have drastically increased in recent years, with every person, from baby boomer to millennial, being a member of at least one social media network. In the conclusion highlights , the author argued that many people perceive public relations as quite less than respectable as clever strategies to convince the public that something wrong is right, some critics see the use of social media which is at the becon of every body in public relations practice, to have potrays public relations professionals as manipulators of the public mind, opions rather than conveyors of truth.

4. Dami Adenuga (2025) Titittled “The Intersection Of Public Relations And Digital Media: A New Paradigm” , The study explored the profound transformation of public relations (PR) practices in the digital era, driven by the rise of new media, modern technology, and real-time engagement platforms. It examined the historical evolution of public relations and the media, from traditional approaches such as media relations and press releases to the dynamic, data-informed strategies that characterized modern public relations practices. It high lighted how the use of digital platforms have redefined how organizations interacts with it’s publics, the scope of public relations practicesioners using social media

platforms to enable real-time communication, enhanced audience targeting, and comprehensive sentiment analysis. The author also proposed a hybrid model that integrates the story telling prowess of PR practice with the precision and scalability of digital marketing, through the combination of narrative-driven content strategies with data-driven tools like AI-powered sentiment analysis and social media monitoring.

The study argued that this model offers a framework for organizations to achieve their communication goals effectively. Case studies of global and local brands illustrate the practical applications and benefits of this integration, while the discussion addresses the challenges and limitations practitioners face in adopting such an approach. The study offered a comprehensive analysis of these developments, described the critical importance of adapting to modern technology and digital media for public relations practice. It further emphasized on the need of that embracing a hybrid public relations -digital marketing model for competitive and transparent practices as set by international standard. In conclusion, the author emphasized on how digital media has undoubtedly transformed public relations practice and revolutionized how organizations communicate with their audiences.

### **3.1. METHODOLOGY**

The researcher adopted two designs in this study, namely survey and focus group discussion. The population of the community was estimated by National Population Commission in 2020 as 10,562. Krejcie and Morgan template was used to determine the sample size which stood at 722. The focus group was composed to consists of two public relations practitioners and two media persons in journalism, while the sample technique used was cluster sampling technique in which three villages out of seven, Okocha, Abiala and Owhipa were selected through balloting and 722 were sampled . Questionnaire and the focus group guide were the instruments used. A four-point Likert scale, SA, A, D, SD was adopted while the weighted mean score and explanation building technique were adopted as analysis method.

### **3.2. POPULATION OF THE STUDY**

The population of Okocha , Abiala and Ohipa communities according to the National Population Commission (NPC), is estimated at 10.562 million people (2020 as estimated). 772 persons were selected through balloting including public relations and media experts.

### 3.3. VALIDITY OF RESEARCH INSTRUMENT

With regard to research instrument used, this study took the construct validity format. Construct validity refers to when all the major concepts and variables used in a study are adequately defined and included in the instrument. A copy of the questionnaire was presented to 3 experts in the field of public relations and media including the experts in the focus group for vetting of the content and approval. The study achieved Content validity index of 0.83 (CVI = 0.83).

### 3.4. RELIABILITY OF RESEARCH INSTRUMENT

The researcher conducted a pre-test of the questionnaire on 30 participants within the University of Port Harcourt to determine the reliability of the research instrument. The responses from this pilot study conducted with thirty respondents from the faculty of communication to test the reliability of the research instrument (questionnaire) was reasonable. The instrument achieved a Cronbach's alpha reliability coefficient of 0.85, indicating high reliability.

## 4.0. RESULTS AND DISCUSSIONS

### 4.1. PRESENTATION AND ANALYSIS OF DATA

The quantitative data are presented as follows:

**Table 1: Critical questions to determine the actual role and use of media in public relations practice of organizations , private sectors or public institutions.**

S/N	Statement	Frequency	Percentage
1.	The role of media in PR practice is important .	576	82.3
2.	The impotrantage of media in PR practice Is negligible.	124	17.7
<b>TOTAL</b>		<b>700</b>	<b>100</b>

Source: Field Work, 2025.

Table 1 shows that a large number of members of the community are of the opinion that the media is very important in public relations practice.

### 4.2. Research Qeuston 1: What is the Impact of the Media in Public Relations Practice?

**Table 2 :The Impacts of Media in PR Practice.**

N/S	STATEMENTS	TOTAL	VMS	DECISION
1.	The media is very impactful in PR Practice	576	6.02	Strongly Agreed
2.	The media enables PR Practice	576	5.0	Agreed
3.	The media is the key componet of PR Practice	576	5.26	Strongly Agreed
4.	PR pratice is dead without media	576	5.5	Disagreed
5.	New media encourages PR	576	5.64	Agreed
6.	Technology encourages PR	576	4.10	Agreed
7.	Others	576	4.04	Strongly Disagreed

**Source: Field Work, 2025.**

Table 2 shows that the community and the experts uniformly agreed that the media is very impactful as well as key to public relations practice.

#### **4.3. Research Question 2: How important is the role of media in public relations practice?**

**Table 3: Importance of the role of media in public relations practice.**

N/S	STATEMENTS	TOTAL	VMS	DECISION
1.	The media is very impactful in PR Practice	576	6.04	Strongly Agreed
2.	The media enables PR Practice	576	4.08	Agreed
3.	The media is the key componet of PR Practice	576	5.26	Strongly Agreed
4.	PR pratice is dead without media	576	5.98	Disagreed
5.	New media encourages PR	576	4.64	Agreed
6.	Technology encourages PR	576	4.4	Agreed
7.	Others	576	2.04	Strongly Disagreed

**Source: Field Work, 2025.**

Table 3: indicates that the role of media in public relations practice is very impactful and that media is a key componet of public relations practice.

#### **4.4. Research Question 3 : How important is media relations in public relations practice?**

**Table 4: Importance of media relations in public relations practice.**

N/S	STATEMENTS	TOTAL	VMS	DECISION
1.	Media relations is very important in PR Practice	576	6.02	Strongly Agreed
2.	Media relations enables PR Practice	576	5.0	Agreed
3.	Media relations is a key componet of PR Practice	576	5.26	Strongly Agreed

4. PR practice is dead without media relationship	576	5.5	Disagree
5. Media relationship is better with new media as it encourages PR	576	5.64	Agreed
6. Technology encourages media relations as regards to public relations	576	4.10	Agreed
7. Others	576	4.04 Strongly	Disagree

**Source: Field Work, 2025.**

Table 4, indicates that media relations is very important and a key component of public relations practice.

#### **4.5. QUALITATIVE DATA**

The focus group discussion stressed that the media and media relations are very important in public relations practice. It should use more of digital media and technology in communication and mass communication in general. It pointed out that public relations practitioners should use social media in public enlightenment and jingles. Another option is to adopt modern technology in public relations practice. The use of digital communication and face to face relationship with media personalities will promote and enable public relations practice of practitioners and build a mutual trust between the stakeholders and organizations.

#### **4.6. DISCUSSION OF FINDINGS**

The focus group agreed on the followings:

1. **The Impacts of Media in PR Practice:** It is a fast-growing phenomenon now that the media agencies and public relations consultants tend to specialize in new strategic communications, modern technology advocacy, and value public affairs debate and relations which are at the core centre and basis of public relations and the media functions. These developments enlighten the height of corporations between media agencies and public relations consultants or practitioners, thus demonstrating the huge impact of media in public relations practice.

2. **Importance of the role of media in public relations practice:** The media partner with public relations practitioners to engage the public as well as governments, NGOs, the civil societies and private sector, public sector and organizations to deliver impactful campaigns on the position of governments on policy related matters, brands, shape perception and influence policy, awareness drivers, and build trust across diverse communities to the mutual

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benefit of all parties. The media and communications agencies leads as public relations (PR) consultants advocates for reputation building and management for their organizations, politically exposed personalities (PEPs) , and high-impact brands both at the corporate and individual levels. The mission is clear, to build trust, influence opinion, and elevate reputations through powerful storytelling, strategic brand building, positioning, campaigns and objectives and relentless excellence. At the core of the media, they are creatives, strategists, and change-makers who thrive in a culture of collaboration, innovation, and results-driven service in public relations practice.

**3. Importance of media relations in public relations practice:** Media has been around for ages from the early days of cave painting to today's mass media and digital media .Communication as a vehicle designed to carry messages from one person to another or from one place to another, be it locally or globally from the communicator to the receiver. Throughout history, major changes have occurred in the way media is been produced and consumed. Therefore, there is need for a relationship between media personalities and public relations experts, this is because through their medium public relations practitioners can easily convey their message, press release, press statements or information to their audience , stakeholders or their publics easily and at real time.

## 5.1. CONCLUSION

This study provides strong evidence that open-systems perspectives indicates that in PR, an organization will be effective with it's public relations practice to the extent that it recognizes changes in it's immediate surroundings and adapt to modern technology and digital media in it's public relations development and practice style.

Accordingly, in public relations practice , experts requires a collaborative approach involving the media , media institutions, journalists , influencers , media personalities, private / public sector and stakeholders. Thus, relating and interacting with each other, policy makers and the audience can help close gaps, foster economic media and PR growth, to achieve sustainable development goals in communication industry , thereby enabling public and media relations.

## 5.2. CONTRIBUTION TO KNOWLEDGE

This study makes several important contributions to the field, including:

**1. Contextual Insight:** By focusing on three villages that made up a highly populated and enlighten community with educated men and women including professionals in the field of public relations (PR) and journalism across the community. This research provides a much-

needed population for primary data collection. Therefore, reliable data was provided in order to provide accurate answers to the research questions.

2. **Theoretical Integration:** The study examined and advances existing literature by integrating multiple theoretical frameworks to explain how media and media relations are impactful and key to public relations practice. This multidimensional approach not only clarifies how high-tech communication mechanisms work but also highlights on the role of digital, modern technology in fostering sustainable approach in the development of media team and media relations in public relations practice.

### 5.3. RECOMMENDATIONS

1. Entrepreneurs should invest in public relations and media industry in order to harmonize and create a good working environment for both professions.
2. Organizations should develop and equip their public relations departments with modern communication technology and gadgets for effective and good quality service performance.
3. The media should cooperate, work and develop a good working relationship with public relations experts with high professional standard and always release to the public information with empirical facts and avoid misinformation.

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