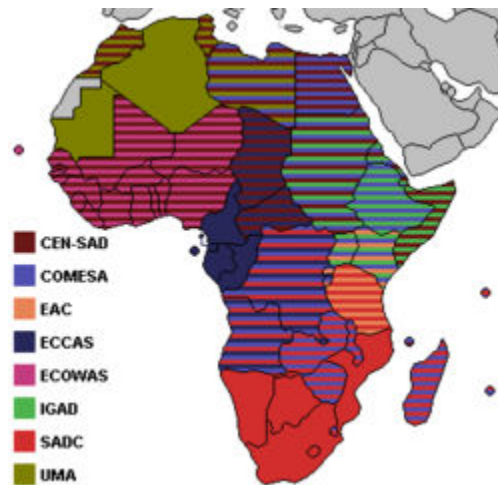


The Roles of Developmental PR



in

Africa's Development



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Keywords

Development, under-development, developing and under-developed nations, developmental public relations, public relations.

THE ROLES OF DEVELOPMENTAL PUBLIC RELATIONS IN AFRICA'S DEVELOPMENT

Background

Africa is a third world continent suffering from under-development; its growth rate is snailish, facing avalanche of economic and social maladies.

Geography

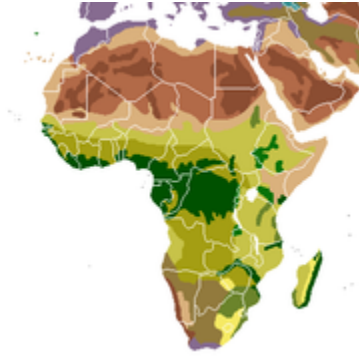


A composite satellite image of Africa (centre) with North America (left) and Eurasia (right) to scale

[Geography of Africa](#)

Africa is the largest of the three great southward projections from the largest landmass of the Earth. Separated from Europe by the [Mediterranean Sea](#), it is joined to Asia at its northeast extremity by the [Isthmus of Suez](#) (transected by the [Suez Canal](#)), 163 km (101 miles) wide. (Geopolitically, [Egypt's Sinai Peninsula](#) east of the Suez Canal is often considered part of Africa, as well.) From the most northerly point, [Ras ben Sakka](#) in [Tunisia](#) (37°21' N), to the most southerly point, [Cape Agulhas](#) in South Africa (34°51'15" S), is a distance of approximately 8,000 km (5,000 miles);^[48] from [Cape Verde](#), 17°33'22" W, the westernmost point, to [Ras Hafun](#) in [Somalia](#), 51°27'52" E, the most easterly projection, is a distance of approximately 7,400 km (4,600 miles). The coastline is 26,000 km (16,100 miles) long, and the absence of deep indentations of the shore is illustrated by the fact that Europe, which covers only 10,400,000 km² (4,010,000 square miles) – about a third of the surface of Africa – has a coastline of 32,000 km (19,800 miles).

Africa's largest country is [Sudan](#), and its smallest country is the [Seychelles](#), an [archipelago](#) off the east coast. The smallest nation on the continental mainland is [The Gambia](#).



[Biomes](#) of Africa (see [world vegetation map](#) for key)

According to the ancient [Romans](#), Africa lay to the west of [Egypt](#), while "Asia" was used to refer to [Anatolia](#) and lands to the east. A definite line was drawn between the two continents by the geographer [Ptolemy](#) (85–165 AD), indicating [Alexandria](#) along the [Prime Meridian](#) and making the [isthmus of Suez](#) and the [Red Sea](#) the boundary between Asia and Africa. As Europeans came to understand the real extent of the continent, the idea of *Africa* expanded with their knowledge.

Geologically, Africa includes the [Arabian Peninsula](#); the [Zagros Mountains](#) of Iran and the [Anatolian Plateau](#) of Turkey mark where the [African Plate](#) collided with Eurasia. The [Afrotropic ecozone](#) and the [Saharo-Arabian desert](#) to its north unite the region biogeographically, and the [Afro-Asiatic language family](#) unites the north linguistically.

Climate

The climate of Africa ranges from [tropical](#) to [subarctic](#) on its highest peaks. Its northern half is primarily [desert](#) or [arid](#), while its central and southern areas contain both [savanna plains](#) and very dense [jungle](#) ([rainforest](#)) regions. In between, there is a convergence where vegetation patterns such as [sahel](#), and [steppe](#) dominate.

Fauna

Main article: [Fauna of Africa](#)



Savanna at [Ngorongoro Conservation Area, Tanzania](#).

Africa boasts perhaps the world's largest combination of density and "range of freedom" of [wild animal](#) populations and diversity, with wild populations of large [carnivores](#) (such as [lions](#), [hyenas](#), and [cheetahs](#)) and [herbivores](#) (such as [buffalo](#), [deer](#), [elephants](#), [camels](#), and [giraffes](#))

ranging freely on primarily open non-private plains. It is also home to a variety of jungle creatures (including [snakes](#) and [primates](#)) and [aquatic life](#) (including [crocodiles](#) and [amphibians](#)). Africa also has the largest number of [megafauna](#) species, as it was least affected by the [extinction of the Pleistocene megafauna](#).

Ecology

Africa is suffering [deforestation](#) at twice the world rate, according to the United Nations Environment Programme ([UNEP](#)). Some sources claim that deforestation has already wiped out roughly 90% of [West Africa](#)'s original forests. Since the arrival of humans 2000 years ago, [Madagascar](#) has lost more than 90% of its original forest. About 65% of Africa's agricultural land suffers from soil degradation.

Politics



Political map of Africa. (Hover mouse to see name, click area to go to article.)

The [African Union](#) (AU) is a federation consisting of all of Africa's states except [Morocco](#). The union was formed, with [Addis Ababa](#) as its headquarters, on 26 June 2001. In July 2004, the African Union's [Pan-African Parliament](#) (PAP) was relocated to [Midrand](#), in South Africa, but the [African Commission on Human and Peoples' Rights](#) remained in [Addis Ababa](#). There is a policy in effect to decentralise the African Federation's institutions so that they are shared by all the states.

The African Union, not to be confused with the AU Commission, is formed by an [Act of Union](#), which aims to transform the [African Economic Community](#), a federated commonwealth, into a state under established international conventions. The African Union has a parliamentary government, known as the [African Union Government](#), consisting of legislative, judicial and executive organs. It is led by the African Union President and Head of

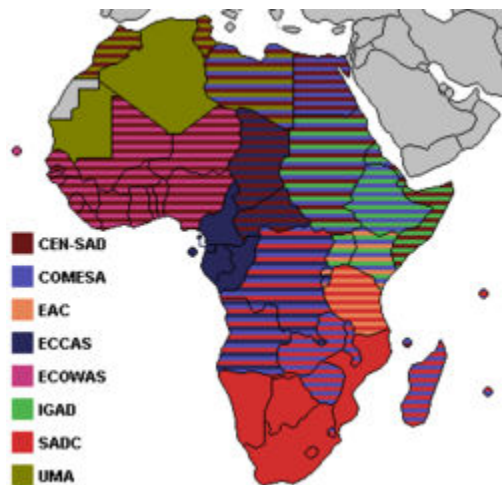
State, who is also the President of the [Pan African Parliament](#). A person becomes AU President by being elected to the PAP, and subsequently gaining majority support in the PAP.

The powers and authority of the President of the African Parliament derive from the [Union Act](#), and the [Protocol of the Pan African Parliament](#), as well as the inheritance of presidential authority stipulated by African treaties and by international treaties, including those subordinating the Secretary General of the [OAU](#) Secretariat (AU Commission) to the PAP. The government of the AU consists of all-union (federal), regional, state, and municipal authorities, as well as hundreds of institutions, that together manage the day-to-day affairs of the institution.

There are clear signs of increased networking among African organisations and states. In the civil war in the [Democratic Republic of the Congo](#) (former [Zaire](#)), rather than rich, non-African countries intervening, neighbouring African countries became involved (see also [Second Congo War](#)). Since the conflict began in 1998, the estimated death toll has reached 5 million. Political associations such as the [African Union](#) offer hope for greater co-operation and peace between the continent's many countries. Extensive human rights abuses still occur in several parts of Africa, often under the oversight of the state. Most of such violations occur for political reasons, often as a side effect of civil war. Countries where major human rights violations have been reported in recent times include the [Democratic Republic of the Congo](#), [Sierra Leone](#), [Liberia](#), [Sudan](#), [Zimbabwe](#), and [Côte d'Ivoire](#).

Economy

[Economy of Africa](#)



[African Economic Community](#) map

Although it has abundant [natural resources](#), Africa remains the world's [poorest](#) and most [underdeveloped](#) continent, due to a variety of causes that may include the spread of deadly [diseases](#) and [viruses](#) (notably [HIV/AIDS](#) and [malaria](#)), [corrupt governments](#) that have often

committed serious [human rights violations](#), failed [central planning](#), high levels of [illiteracy](#), lack of access to foreign capital, and frequent tribal and military conflict (ranging from [guerrilla](#) warfare to [genocide](#)). According to the [United Nations'](#) Human Development Report in 2003, the bottom 25 ranked nations (151st to 175th) were all African.

Poverty, illiteracy, [malnutrition](#) and inadequate water supply and sanitation, as well as poor health, affect a large proportion of the people who reside in the African continent. In August 2008, the World Bank announced revised global poverty estimates based on a new international poverty line of \$1.25 per day (versus the previous measure of \$1.00). 80.5% of the [Sub-Saharan Africa](#) population was living on less than \$2.50 (PPP) a day in 2005, compared with 85.7% for [India](#). The new figures confirm that sub-Saharan Africa has been the least successful region of the world in reducing poverty (\$1.25 per day); some 50% of the population living in poverty in 1981 (200 million people), a figure that rose to 58% in 1996 before dropping to 50% in 2005 (380 million people). The average poor person in sub-Saharan Africa is estimated to live on only 70 cents per day, and was poorer in 2003 than he or she was in 1973 indicating increasing poverty in some areas. Some of it is attributed to unsuccessful economic liberalization programs spearheaded by foreign companies and governments, but other studies and reports have cited bad domestic government policies more than external factors.

From 1995 to 2005, Africa's rate of economic growth increased, averaging 5% in 2005. Some countries experienced still higher growth rates, notably [Angola](#), [Sudan](#) and [Equatorial Guinea](#), all three of which had recently begun extracting their [petroleum](#) reserves or had expanded their [oil extraction](#) capacity. The continent has 90% of the world's [cobalt](#), 90% of its [platinum](#), 50% of its [gold](#), 98% of its [chromium](#), 70% of its [tantalite](#), 64% of its [manganese](#) and one-third of its [uranium](#). The [DRC](#) has 70% of the world's [coltan](#), and most mobile phones in the world have coltan in them. The Democratic Republic of the Congo also has more than 30% of the world's [diamond](#) reserves. [Guinea](#) is the world's largest exporter of [bauxite](#). In recent years, the [People's Republic of China](#) has built increasingly stronger ties with African nations. In 2007, Chinese companies invested a total of US\$1 billion in Africa.

Demographics

Main articles: [African people](#) and [Demographics of Africa](#)



[Tuareg](#) man from [Algeria](#)

Africa's population has rapidly increased over the last 40 years, and consequently it is relatively young. In some African states half or more of the population is under 25 years of age. African population grew from 221 million in 1950 to 1 billion in 2009.

Speakers of [Bantu languages](#) (part of the Niger-Congo family) are the majority in southern, central and East Africa proper. But there are also several [Nilotic](#) groups in East Africa, and a few remaining [indigenous](#) Khoisan ('[San](#)' or '[Bushmen](#)') and [Pygmy](#) peoples in southern and central Africa, respectively. Bantu-speaking Africans also predominate in Gabon and Equatorial Guinea, and are found in parts of southern Cameroon. In the [Kalahari Desert](#) of Southern Africa, the distinct people known as the Bushmen (also "San", closely related to, but distinct from "[Hottentots](#)") have long been present. The San are physically distinct from other Africans and are the indigenous people of southern Africa. Pygmies are the pre-Bantu indigenous peoples of central Africa.



 [San](#) man from [Botswana](#)

The peoples of [North Africa](#) comprise two main groups; [Berber](#) and [Arabic](#)-speaking peoples in the west, and [Egyptians](#) in the east. The [Arabs](#) who arrived in the seventh century introduced the [Arabic language](#) and [Islam](#) to North Africa. The Semitic [Phoenicians](#), the Iranian [Alans](#), the European [Greeks](#), [Romans](#) and [Vandals](#) settled in North Africa as well. Berbers still make up the majority in [Morocco](#), while they are a significant minority within [Algeria](#). They are also present in [Tunisia](#) and [Libya](#). The [Tuareg](#) and other often-[nomadic](#) peoples are the principal inhabitants of the Saharan interior of North Africa. [Nubians](#) are a [Nilo-Saharan](#)-speaking group (though many also speak Arabic), who developed an ancient civilisation in northeast Africa.

Some [Ethiopian](#) and [Eritrean](#) groups (like the [Amhara](#) and [Tigrayans](#), collectively known as "[Habesha](#)") speak [Semitic languages](#). The [Oromo](#) and [Somali](#) peoples speak [Cushitic](#) languages, but some Somali clans trace their founding to legendary Arab founders. [Sudan](#) and [Mauritania](#) are divided between a mostly Arabized north and a native African south (although

the "Arabs" of Sudan clearly have a predominantly native African ancestry themselves). Some areas of East Africa, particularly the island of [Zanzibar](#) and the Kenyan [island of Lamu](#), received Arab Muslim and [Southwest Asian](#) settlers and merchants throughout the [Middle Ages](#) and in antiquity.

Prior to the [decolonisation](#) movements of the post-[World War II](#) era, [Whites](#) were represented in every part of Africa. Decolonisation during the 1960s and 1970s often resulted in the mass emigration of European-descended settlers out of Africa – especially from Algeria (*[pieds-noirs](#)*), Kenya, Congo, Angola, Mozambique and Rhodesia. Nevertheless, [White Africans](#) remain an important minority in many African states. The African country with the largest White African population is [South Africa](#). The [Afrikaners](#), the [Anglo-Africans](#) and the [Coloureds](#) are the largest European-descended groups in Africa today.



 Woman from [Benin](#)

European colonisation also brought sizeable groups of [Asians](#), particularly people from the [Indian subcontinent](#), to British colonies. Large [Indian communities](#) are found in South Africa, and smaller ones are present in Kenya, Tanzania, and some other southern and East African countries. The large [Indian community in Uganda](#) was [expelled](#) by the dictator [Idi Amin](#) in 1972, though many have since returned. The islands in the Indian Ocean are also populated primarily by people of Asian origin, often mixed with Africans and Europeans. The [Malagasy people](#) of [Madagascar](#) are an [Austronesian people](#), but those along the coast are generally mixed with Bantu, Arab, Indian and European origins. Malay and Indian ancestries are also important components in the group of people known in South Africa as [Cape Coloureds](#) (people with origins in two or more races and continents). During the 20th century, small but economically important communities of [Lebanese](#) and [Chinese](#) have also developed in the larger coastal cities of [West](#) and [East Africa](#), respectively.

Languages

Main article: [African languages](#)



Map showing the distribution of the various language families of Africa.

By most estimates, well over a thousand [languages](#) (UNESCO has estimated around two thousand) are spoken in Africa. Most are of African origin, though some are of European or Asian origin. Africa is the most [multilingual](#) continent in the world, and it is not rare for individuals to fluently speak not only multiple African languages, but one or more European ones as well. There are four major [language families](#) indigenous to Africa.

- The [Afro-Asiatic](#) languages are a language family of about 240 languages and 285 million people widespread throughout the [Horn of Africa](#), [North Africa](#), the [Sahel](#), and [Southwest Asia](#).
- The [Nilo-Saharan](#) language family consists of more than a hundred languages spoken by 30 million people. Nilo-Saharan languages are spoken by [Nilotic](#) tribes in [Chad](#), [Ethiopia](#), [Kenya](#), [Sudan](#), [Uganda](#), and northern [Tanzania](#).
- The [Niger-Congo](#) language family covers much of Sub-Saharan Africa and is probably the largest language family in the world in terms of different languages.
- The [Khoisan](#) languages number about fifty and are spoken in Southern Africa by approximately 120,000 people. Many of the Khoisan languages are [endangered](#). The [Khoi](#) and [San](#) peoples are considered the original inhabitants of this part of Africa.

Following the end of [colonialism](#), nearly all African countries adopted [official languages](#) that originated outside the continent, although several countries also granted legal recognition to indigenous languages (such as [Swahili](#), [Yoruba](#), [Igbo](#) and [Hausa](#)). In numerous countries, [English](#) and [French](#) (see [African French](#)) are used for communication in the public sphere such as government, commerce, education and the media. [Arabic](#), [Portuguese](#), [Afrikaans](#) and [Malagasy](#) are examples of languages that trace their origin to outside of Africa, and that are used by millions of Africans today, both in the public and private.

¹ Source: Wikipedia Encyclopedia

Introduction

Public Relations is dynamic, when properly used it would catalyze the rate of development. There is need for giving Africa public relations practice that is environmental compliant and developmental focused.

The economic, social, industrial, technological and communication advancement of the western world inform their public relations practice, the under-developed and developing nations need to look inward and outward in using environmental relevant public relations tactics and strategies that will breed development. Although the thought processes and certain basic concepts and principles should be largely the same for both the developed, the developing and under-developed world. The difference in institutional assumptions, problem areas and policy options of developing and under-developed nations warrant a new approach to the study and practice of public relations in such countries..

Developmental PR focuses on designing, implementing and evaluating the most effective PR tactics and strategies in developing and under-developed nations. Therefore it is the combination of the relevant ancient African PR practice and modern PR practice being used for the development of Africa, their advantages, disadvantages, constraints and prospect.

Developmental PR is the application of PR tactics and strategies to the problems of development. It is the systematic utilization of appropriate PR tactics and strategies to increase people's participation in development and to inform, motivate, and train the people for development. It is using PR to catalyze the development of the developing and under-developed nations. It is using PR tactics and strategies to enlighten, educate, emancipate, energize, empower, elevate and enrich people in Africa.

It is necessary to recognize from the outset that ethical or normative value premises about what is or not desirable are central features of the PR practice in general, and of developmental PR represents implicit as well as explicit value premises about desirable goals for achieving what Mahatma Gandhi once called the realization of the human potentials. Objectives such as economic and social equality, the elimination of poverty, universal education, rising levels of living, national independence, modernization of institutions, political and economic participation, grassroots democracy, self-reliance and personal fulfillment all derived from subjective value judgments about what is good and desirable and what is not. ² Toduro.M.P

Public Relations: Its nature and importance for the developing and under-developed nations

PR is essential in today's complex world, to smooth the process of communication and understanding. It involves research and analysis, policy formation, programming, communication, and feedback from the publics affected. ³ Wilcox.D.L et al.

Humanity has at its disposal tools of communication so swift, so abundant, and so pervasive that their potential is not yet fully comprehended. Messages are flashed around the world by satellite within seconds. Computers produce almost instantaneous calculations, operate machinery, and pour out information at the rate of thousands words a minute. Immense

warehouses of information stored in electronic data banks are available at the touch of a fingertip to a key board. 4 Wilcox.D.L et al.

Today's generation also has its command and understanding of human behavior for greater than ever before. Research and analysis have provided knowledge of the motivation behind individual behavior, the dynamics of group conduct, and the psychological and sociological factors that create interest blocs. We know that public opinion is not monolithic that the population consists of many publics whose interests, desires, and attitudes differ. 5 Wilcox.D.L et al.

There are hundreds of written definitions of PR in different parts of the world, therefore it is difficult to have a specific definition, this depends on the perspective at which individual or organization views PR.

Four definitions shall be considered in appreciating the fundamental of PR:

First

“Public Relations is the deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its publics”- CIPR, UK.

Second

“Public Relations is the art and social science of analyzing trends, predicting their consequences, counseling organization's leaders, and implementing planned programs of action which serve both the organization's and the public interest”- IPRA.

Third

“Public Relations helps our complex, pluralistic society to reach decisions and function more effectively by contributing to mutual understanding among groups and institutions.

“It serves to bring private and public policies into harmony.

“Public Relations serves a wide variety of institutions in society such as businesses, trade unions, government agencies, voluntary associations, foundations, hospitals and religious institutions. To achieve their goals, these institutions must develop effective relationships with many different audiences or publics such as employees, members, customers, local communities, shareholders and other institutions, and with society at large.

“The management of institutions need to understand the attitudes and values of their publics in order to achieve institutional goals. The goals themselves are shaped by the external environment. The public relations practitioner acts as a counselor to the management, and as a mediator, helping to translate private aims into reasonable, publicly acceptable policy and action.

“As a management function, public relations encompasses the following:

1. Anticipating, analyzing and interpreting public opinion, attitudes which might impact, for good or ill, the operations and plans of the organization,
2. Counseling management at all levels in the organization with regard to policy decisions, courses of action and communication, taking into account their public ramifications and the organization's social or citizenship responsibilities.
3. Researching, conducting and evaluating, on a continuing basis, programs of action and communication to achieve informed public understanding necessary to the success of

- an organization's aims. These may include marketing, financial, fund raising, employee, community or government relations and other programs.
4. Planning and implementing the organization's efforts to influence or change public policy.
 5. Setting objectives, planning, budgeting, recruiting and training staff, developing facilities-in short, managing the resources needed to perform all of the above.

Examples of the knowledge that may be required in the professional practice of public relations include communication arts, psychology, sociology, political science, economics and the principles of management and ethics. Technical knowledge and skills are required for opinion research, public issues analysis, media relations, direct mail, institutional advertising, publications, film/video productions, special events, speeches and presentations.

In helping to define and implement policy, the public relations practitioner utilizes a variety of professional communication skills and plays an integrative role both within the organization and between the organization and the external environment.

_ Official statement on public relations formally adopted by the Public Relations Society of America Assembly on 6 November 1982.

Fourth

There is a comprehensive definition from Rex Harlow of San Francisco, USA.

“Public Relations is a distinctive management function which helps to establish and maintain mutual lines of communication, understanding, acceptance and cooperation between an organization and its publics”.

“It 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, helps management keep abreast of, and effectively utilize change, serving as an early warning system to help anticipate trends; and uses research and sound ethical communication techniques as its principal tools”.

For our practical purposes these four definitions will suffice to explain the fundamentals of public relations. The first is of a general nature, the second is sociological, and the third is multi-disciplinary, while its management emphasis is very clear from the very beginning of the fourth. ⁶ Salu.A.O

Public Relations practitioners are basically responsible for assimilating and communicating information between organization and its environment. ⁷ Baskin.O et al.

Elements of public relations are counseling, research, media relations, publicity, employee/member relations, community relations, public affairs, government relations, industry relations, development/fundraising, minority relations/multicultural affairs, special events and public participation and marketing communication.

Public Relations has a vital role to play in Africa's development because of the following reasons:

1. Information is paramount to development therefore public relations is very essential to Africa's development because the people need information for their development and it can be properly disseminated through the use of appropriate and relevant public relations tactics and strategies.
2. It bridges mutual understanding between an organization and its publics.
3. It helps our complex, pluralistic society to reach decisions and function more effectively by contributing to mutual understanding among groups and institutions.
4. It serves to bring private and public policies into harmony.
5. It helps the management of institutions to understand the attitudes and values of their publics in order to achieve institutional goals.
6. It involves the management of problems or issues, helps management to keep informed on and responsive to public opinion.
7. It defines and emphasizes the responsibility of management to serve the public interest.
8. It helps management to keep abreast of, and effectively utilize change, serving as an early warning system to help anticipate trends.
9. It uses research and sound ethical communication techniques in reaching out to the target audience.
10. It can improve the quality of management decisions and influence their time of implementation.

Development problems in Africa

The continent is ravaged with poverty and sickness, encompassed with economical and social woes mostly emanating from corruptions and ignorance.

The common characteristics of the developing and underdeveloped countries:

- Low levels of living
- Low per capital incomes
- Low growth rates of national incomes
- Inequality of the distribution of national income
- High rate of poverty
- Poor health system
- Poor educational system
- Low levels of productivity
- High rates of population growth and dependency burdens
- High and rising levels of unemployment and under-employment
- Substantial dependence on agricultural production and primary product exports
- Dominance, dependence and vulnerability in international relations.
- Political instability
- Corruption and nepotism
- Religious and inter tribal conflict
- War
- Low level of technological development
- Inadequate infrastructures
- Low levels of literacy
- Lack of basic life amenities.

The meaning of development

Development is both a physical reality and a state of mind in which society has through some combination of social, economic and institutional processes, secured the means for obtaining a better life. Whatsoever the specific components of this better life, development in all societies must have at least the following three objectives:

- To increase the availability and widen the distribution of basic life-sustaining goods such as food, shelter, health and protection to all members of society.
- To raise levels of living including in addition to higher incomes, provision of more jobs, better education and more attention to cultural and humanistic values, these all serves not only to enhance material well-being but also to generate greater individuals and national self-esteem.
- To expand the range of economic and social choice to individuals and nations by freeing them from servitude and dependence not only in relation to other people and nation-states but also to the forces of ignorance and human misery.

We may therefore reformulate and broaden Professor Seers' questions about the meaning of development as follows:

1. Have general levels of living expanded within a nation to the extent that absolute poverty (i.e. deprivation of life sustaining goods), the degree of inequality to income distribution, the level of employment and the nature and quality of educational, health and other social and cultural services have all improved?
2. Has economic progress enhanced individual and group esteem both internally vis-à-vis one another and externally vis-à-vis other nations and regions?
3. Finally, has economic progress expanded the range of human choice and freed people from external dependence and internal servitude to other men and institutions, or has it merely substituted one form of dependence(e.g. economic) for another(e.g. political or cultural)?

If the answers to each of the above three questions is 'yes', then clearly these phenomena constitute real development and a nation in which they are manifested can unquestionably be called developed.

If only the first question(which is equivalent to Seers' three questions) can be answered affirmatively while the other two remain negative, such a country may properly be designed as 'economically developed and reserve judgment as to whether they are actually developed to a more thorough going social political and cultural analysis.

To paraphrase Seers, if the second and third of these central questions for all societies evoke a negative response- i.e. if people feel less self-esteem, respect or dignity and if their freedom to choose has been constrained, then even if the provision of life-sustaining goods and improvements in levels of living are occurring, it would be misleading to call the result development. 8 Toduro.M.P.

The meaning of under-development

There are three main components of under-development; low levels of living (life sustenance), low self-esteem and limited freedom, low levels of living, low self esteem and limited freedom all work in a cumulative cause and effect process to perpetuate under-development. It is clear that without improving the levels of living of people within a

nation the prospects for development would be non-existent; it follows that the first priority of moving from a chronic state of under-development to one of development must be the raising of people's levels of living. 9 Toduro.M.P. For this reason public relations must play a central role in the development process.

Public Relations Practice in Africa

History of public relations is studied with the aim of helping practitioners to know past public relations concepts and practices which will enable the practitioners to project public relations development into the future. The power of a well defined public relations program should be able to solve some societal and organizational problems, because public relations can be regarded as a powerful instrument for the reconstruction, transformation of industrial, technological, educational, political and socio-economic development. Public relations practice in Africa can be classified into two; ancient and modern.

Ancient practice (the pre-colonial public relations practice):

- I. How to record and communicate information about religion and government; thus scripts were invented that could be used to record this information such as hieroglyphic and papyrus scrolls.
- II. How the scribes worked; writing hieroglyphs, keeping governments' records and writing letters for Pharaoh.
- III. Using of communication tools and media; gong, talking drums, town criers, elders consultative forum, moon light story telling, folk tales telling, village square gathering, sporting activities etc.

Modern practice (the colonial and post-colonial era):

- I. Press agency
- II. Public information
- III. Two-way asymmetrical
- IV. Two-way symmetrical. 10 Odedele.S

Developmental public relations is the combination of the ancient and modern public relations tactics and strategies which are environmental compliant and relevant for the achievement of development in Africa, this is necessary because majority of the people in Africa live in the rural areas.

The key to Africa's development is attitudinal change, without it development will be a mirage. One of the developmental public relations aims should be, effecting attitudinal change needed for development. This might be enhanced by using what Frank Jefkins calls 'PR transfer process' converting four negative attitudes to four positive ones, see Table I.

Ultimately, knowledge creates understanding, the principal public relations' objective is understanding. Sometimes this may be even of things people dislike or with which they disagree. For instance, it can be good public relations for a Christian to understand Islamic beliefs and vice-versa, or for drug addicts to understand those who are trying to help them and vice-visa, or for members of different political parties or beliefs to understand each other. The lion and the lamb may often have to live together. Public Relations is not to make others think we are wonderful, tolerance may be an admirable public relations' objective, but it is difficult to tolerate something which is improperly understood. This is at the heart of race relations public relations.

Table I

<i>Negative attitudes</i>	<i>Positive attitudes</i>
Hostility	Sympathy
Prejudice	Acceptance
Apathy	Interest
Ignorance	Knowledge

11 Jefkins.F .

Developmental public relations should aim at promoting and achieving ‘yes’ as answers to the three questions of Professor Seers.

Basic tasks of public relations in Africa:

To disseminate information between an organization and its publics.

To bridge mutual understanding between an organization and its publics

To help our complex, pluralistic society to reach decisions and function more effectively by contributing to mutual understanding among groups and institutions.

To serve in bringing private and public policies into harmony.

To help the management of institutions to understand the attitudes and values of their publics in order to achieve institutional goals.

To involve in the management of problems or issues, helps management to keep informed on and responsive to public opinion.

To define and emphasize the responsibility of management to serve the public interest.

To help the management to keep abreast of, and effectively utilize change, serving as an early warning system to help anticipate trends.

To use research and sound ethical communication techniques in reaching out to the target audience.

To improve the quality of the management decisions and influence their time of implementation.

Conclusion

Tailored public relations tactics and strategies designed for transforming Africa into a developed continent is necessary for enhancing what Mahatma Gandhi called the realization of the human potentials objectives such as economic and social equality, the elimination of poverty, universal education, rising levels of living, national independence, modernization of institutions, political and economic participation, grassroots democracy, self-reliance and personal fulfillment all derived from subjective value judgments about what is good and desirable and what is not.

Lack of public relations literature on developmental public relations indicates a vacuum which calls for intensification of research on this aspect of public relations by the scholars and practitioners.

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