A Case for Corporate Communication-Oriented Model in the 21st Century Nigerian Public Sector

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Article Information:	Abstract
	Human society could be chaotic without communication and so every nation desirous of orderliness and tranquility requires effective communication across various sectors including the private and public. This also buttresses the need for government to provide up-to-date information to its public on core and sundry matters including activities, policies, programmes and plans. Therefore, corporate communication-modeled public sector communication is recommended. This implies that the communication must be in a manner as though it is with customers. This study is about the need for corporate communication in the public sector of Nigeria. Accordingly, the researcher demonstrated that different types of corporate communication – such as written, oral and nonverbal can be explored by public institutions to approach members of the public who are desirous of information. It was further established in this study that though not devoid of challenges, corporate communication can be an effective way to engage the public on different aspects of nation building and development. It has been identified as one crucial way to get the people involved in the process of development. The study concluded that there is a strong need for the adoption and application of corporate communication in the public sector of Nigeria as obtained in the private to build trust and cooperation of members of the public. *Keyword: Communication, Corporations, Government, Models, Public relations,*

INTRODUCTION

Communication is an important aspect of societal cohesion due to the platforms created for exchange of ideas, messages and information. This is the essence of communication as parties are able to have meaningful exchange of information that could forestall all forms of chaos that would exist were it not for the possibility. Accordingly, human society relies on communication to thrive. Humans cannot be separated from communication due to the important roles played as it is used in virtually all aspect of human life without which the human may not function optimally. Sari and Kholia (2024) lent credence that humans will not thrive and progress may not be made in human society without communication. This is a depiction

of the all-important role of communication in ensuring the growth of society and development of humans that inhabit the planet earth.

In the same, nations, organisations and institutions may need to have effective and continuous communication for functional society. Ganmote (2019) advanced points in respect of the need for communication in our world with the assertion that it binds society and that communication provides grounds upon which human fulfills their desire to exchange emotions and thoughts with one another. It is through communication that humans share thoughts, feelings, ideas, and emotions, and also build understanding and support for one another. This is the essence of the indispensability of communication in any human society. It is on this backdrop that humans are able to develop their perceptions. According to Rajawat (2020), human psychological perceptions are developed through communication as emptions, hope and ideas are exchanged. On a micro and macro-scale, communication is used as the link for humans to connect with one another, build relationships and also share ideas, thoughts and meanings.

In the public sector of any nation, communication is also considered as crucial due to several reasons chief of which is the need to provide the information necessary for citizens to make informed decisions. This involves providing citizens with requisite information about government policies, actions and services to the people. The essence is to ensure the public is aware of government dealings thereby promoting the idea of accountability and transparency in governance. According to Obun-Andy and Banjo (2021), accountability, capability and responsiveness are some of the areas in which communication has proven to be indispensable in state affairs. This is an indication that government needs to communication to show that it is capable, transparent and accountable to the people. They owe this duty to the public as a matter of public importance and good governance.

Another angle through which communication in the public service can be considered is that of public sector communication which Manoharan (2024) stated is increasingly being recognised as crucial in public administration and public policy-making functions. This is buttressed with the explanation offered by the scholar that the quest to improve quality of life of the people also demands for regular communication with those considered as beneficiaries. This implies that every step of the way in respect of government action must be communicated to the constituents. Programmes, policies, intentions of the government not communicated with the public can easily be misconstrued and misunderstood leading to distrust. Once the people are left to imagine and interpret government actions, policies and programmes, it then means that there could be wrong and meanings ascribed to the noble intentions of government to the governed.

A situation where government and its institutions fail to communicate with the public, there are consequences. For example, a situation of chaos can erupt through demonstrations and protests when government failed to inform the people about the need for fuel subsidy removal. This was the case in the #OccupyNigeria protest of 2012 when Nigerians demonstrated to protest the removal of government subsidy paid to oil marketers. The public failed to see reasons with government on why government should not subsidise the energy they consume. There are various other instances where Nigerians have taken actions against government due to the inability of the latter to create a situation of information exchange and discussions before introducing a policy. The issues most often border on the failure of government and its institution to provide adequate and effective communication on the needs of some policies, services, and programmes.

Another important consideration was the implementation of the naira redesign policy by the Central Bank of Nigeria. During the period of the implementation phase of the policy, there were several issues in contention including the scarcity of both old and new notes as well as energy crisis occasioned by fuel scarcity. The resultant effect was economic difficulties for

Nigerians who were used to a cash-based and cash-operated economy. These challenges and more led to a chaotic situation where the people refused to understand with the intentions of the drafters of the policy. However, the issue of lack of good communication may have exacerbated the situations. Monye (2024) also showed that low levels of public awareness creation on the side of the government may have contributed to other factors that undermined the policy implementation.

Aside from the unfavorable response that may accompany failure to communicate intentions and actions of government, there is also the challenge of being disinterested and refusal to align the programmes or even utilise public service. According to Manoharan (2024), less interest and use of public services may be a direct consequence of ineffective communication and dissemination of information in respect of citizen-oriented initiatives. This implies that those that the services were created to serve may not be interested in availing themselves for such if the government fail to communicate its intentions and programmes and policy in an effective manner. Against this backdrop, this study is a conceptual paper that highlights the imperativeness of communication strategies for effective public relations particularly in respect of the public sector of Nigeria. In this case, public institutions are expected to get insights and explore communication strategies to improve awareness creation and effective communication with the Nigerian publics.

RESEARCH METHODOLOGY

This research uses a qualitative methodology, with data collection techniques including interviews, documentation, and observation.

RESULTS AND DISCUSSION
Conceptualising Corporate Communication

The term corporate communication is all-encompassing and includes all activities carried out by an organisation in order to engage and interact with its various audiences otherwise known as publics. In an ideal business situation and environment, the publics could be internal and external. Whereas the internal publics are those within the direct precinct of the organisation's immediate environment, the external publics refer to other stakeholders such as customers, buyers and service recipients – in which case, the group of persons outside. The need for this type of communication was borne out of the demands for organisations to constantly engage their publics providing information about programmes, services, products and even upcoming events. This has situated the concept in a realm of taking on a multidisciplinary meaning and understanding. However, attempts are made here to see some definitions of the term "corporate communication."

This type of communication is considered as important function that helps bridge gap between an organisation and its stakeholders (Bharti, 2025). With corporate communications, companies are able to shape how they are perceived by both internal and external publics. Corporate communication is required by organisations improve and sustain the interests and satisfaction of consumers in a highly competitive business world as it can be used to raise customer's interest through promotional activities (Asemah & Ekhareafo, 2022). The implication of this understanding of the concept is that corporate communication is a necessity for the competitiveness and eventual survival of any business entity. It is case on account of the competitive nature of the world of business where companies and organisations struggle for large share of the market.

Another conceptualisation of the concept of corporate communication sees it as the way in which organisations and businesses communicate with various internal and external publics which could include employees, potential customers and customers already signed-on, the media and general public, key stakeholders, third party regulators and government agencies

(Joubert, 2024). This implies that there is a long list of audiences that corporate communication tends to cater for in both business and public sector. According to Joubert (2024), the different forms that corporate communication can assume include but not limited to written materials, spoken communication, and non-verbal. In all of these, the target is to ensure that the public is kept abreast of events, occurrences and key decisions and offerings of an organisation, a business, company or the public institution.

Conceptualising Public Sector

The concept of public sector is broad and encompasses all that has to do with government and public service. It is an aspect of the economy that is about government entities (Mahr, 2023). The public sector is about public services and resource management funded with tax payers' money, borrowings (loans), grants, and various other sources of government funding. The public service of any nation is usually responsible for meeting basic needs of members of a society and common examples include public schools and libraries (education), police force (security), power and water supply agencies (utility), public transportation (mobility) and parks (recreation) many others. These are considered essentials to the public and communities. The government ensures these are provided because they could be overpriced left solely for private entities to run. Therefore, offering alternatives to the services offered by private organisations help cushion the effects on ordinary citizens of a country.

Though the concept may seem easy to define or conceptualise, it is actually complex owing to the interwoven nature of enterprises in different countries. The nature of a nation's economy is another explanation of the complexity of the concept in respect of meaning. This has resulted in scholars being increasingly and constantly confronted with the difficult task of defining the term "public service." However, attempts are made to decipher the concept. Public service has also been conceptualised as being composed of all levels enterprises controlled by government excluding voluntary organisations, private companies and households (Wegrich, 2025). These are excluded because though government may exercise some form of influence and control but not in a direct way and so cannot be considered as public sector. This understanding of the concept is such that there is direct government control and ownership and therefore means the implementation of public policy and the exercise of public authority.

There are other related variations to the understanding of the concept of public sector offered by other researchers in the field of communication research. According to Morim et al (2020), public sector refers to that aspect of an economic system of a country under the control of local, provincial, state, and national governments through which several governments are provided. The researcher also revealed in many countries of the world, the public sector includes services offered by the government in different areas which include water management, waste management infrastructures, security services, health care, accommodations and care for the homeless and many more. In expanded forms, these services may also extend to care for the elderly in society. In general, public sector takes care of the basic needs of citizens and more to the point that superior alternatives are created so everyone may have access to such basic needs.

Corporate Communication: Types, Channels And Functions In The Public Sphere

As there are different types of corporate communication so are there different channels and varied functions. According to Gaikwad (2021), corporate communication can be categorised into internal and external. In his three (3) axes of integrated corporate communication, Angelopulo (2009) added a third type known as employee-stakeholder interface communication which was described as targeted at co-creating meaning through interaction between the employee and stakeholders. The researcher noted that whereas internal corporate communication occurs within an organisation or institution – that is, with the stakeholders or employees who are directly engaged, external corporate communication

include messages meant for generality of the people or the target population. To Khan (2020), internal corporate communication has to do with the exchange of information and messages within an institution or business entity, and external communication involves the communication that is targeted at the wider or outside audience of the institution or company.

According to Gaikwad (2021), internal corporate communication may include components such as the mission statement, manuals and handbooks for employees or staff, e-mails, e-newsletters, newsletters, information hosted on the institution's intranet, seminars and trainings for employees and stakeholders, corporate cultural norms in forms of unwritten communication among others. Relatedly, Khan (2020) notes that examples of internal corporate communications efforts may include: team meetings, internal newsletters, and knowledge management tools. On the hand, Gaikwad (2021) highlighted external corporate communication tools such as websites, annual reports, Twitter (now X), Facebook, and other social media platforms, external newsletter and e-mail blast, direct mail, advert though the mass media, brochures, printed sales materials, blogs among others. Furthermore, Khan (2020) identified press releases, press conferences and advertising as external corporate communication tools. There are public institutions in Nigerian that are visibly seen to use external communication through various channels as highlighted above. However, there is need for improvement across public service.

Classification of corporate communication offered by Joubert (2024) sees examples such as written materials, spoken and nonverbal. However, for the purpose of clarity, types as used above can also be referred to as channels of corporate communication. Just as it is in every communication, the channel is an important aspect of corporate communication and the choice is at the behest of the communication. Duvigneau (2021) lent credence that the target audience or population is a determining factor as to the choice of channel of communication. Therefore, when public institutions utilised a mixed approach to corporate communication, it is in line with the foregoing to ensure proper targeting. Additionally, it is imperative to state that channels of corporate communication could include internal intranet, website, bulletin board, newsletters, and emails, blog posts, town halls, press releases, mobile employee communication applications and many more.

Based on the available information and public knowledge, different public institutions in Nigeria are known to have utilised a number of channels or tools to reach public on their various programmes. Social media, the Internet, emails, traditional media were the prominent tools or channels are also utilised by the institutions. One of Nigeria's institutions that was seen to have prominently deployed corporate communication through various new and social media channels is the national social investment programme (NSIP). For example, the official website for the various N-Power dimensional components is https://www.npvn-npower.com.ng and was utilised for the purpose of providing information on the processes and procedure of recruitment into the programme just as applicants were redirected to the application portal to take part in the scheme. Verified social media handles or accounts used for NSIP are "Npower" on Facebook, "@npower_ng" on Twitter (now X), and "N-Power NG" on Instagram among others. The foregoing suggests that a mixed corporate strategy (one that combined different approaches) was adopted for communication in respect of NSIP by the government (Inobemhe et al., 2024).

On the function of communication strategies, Stobierski (2019) averred that a key function is that of media and public relations. By the foregoing, it talks about the act of establishing and maintaining communications with general public and then the media organisations themselves. Accordingly, this function of corporate communication can be actualised through organising news conferences, interviews and creation of materials for events. It could also be realised through drafting, releasing and distributing press releases to the media in order to get the requisite coverage. Engagement with the media is primarily a

window of opportunities for an institution to reach different segments of its publics, the young and the old. Depending on their exposure to the media, members of the public are likely to come across information about programmes and activities of a public institution through news and programmes of the traditional media organisations.

Another important way through which the public relations function of corporate communication can be actualised is to monitor the news for mentions of the concerned organisation or body, including its activities, stakeholders and the management team or individual members. In other words, corporate communication in relations to public relations is concerned with ensuring that media is monitored in the event a stakeholder or the organisation gets mentioned so as to do a follow-up response or image building. According to Stobierski (2019), the act of devising necessary plans to address unfavourable press coverage or misinformation (if any) is another function of corporate communication. Periodically, government institutions are expected to issue press releases and statement to counter damaging information or manage conflict messages. This has also been recorded in the government of Nigeria as the ministry in which NSIP was domiciled issued press statements, releases informing the public, debunking rumours, and unfavourable press coverage (; Adewale, 2021; Johnson, 2020; Nseyen, 2019).

Corporate communication, according to Stobierski (2019), also serves customer communication and marketing. In public institutions, the customers are the general public or the population affected – and these categories of people are often seen by those providing services in the public sector (Jacobson, 2015; D'Emidio et al., 2021). Therefore, corporate communication in the public sector takes cognizance of the foregoing. According to Stobierski (2019), corporate communication strategy, to a reasonable extent, impacts marketing strategies of organisations. In respect of the foregoing, various marketing materials could be developed to help sell government policies or programmes to the people – which may include flyers, brochures, websites copy, social media strategy, newsletters, and marketing emails among others. This is what is obtainable in the private sector and for effective communication; it has to be replicated in that of the public. Institutions of government are also expected to take advantage of the various marketing materials through the adoption of the necessary strategy for effective communication.

Crisis communication is considered as another function of corporate communication as espoused by Stobierski (2019. According to the researcher, crisis communication include series of carefully crafted messages portrayed by an individual or an institution in the midst of a crisis or events not anticipated which may have the tendencies of destroying or damaging the image or reputation (as the case maybe). In other words, it refers to communication that an organisation may be forced to deploy in the face of events or occurrences that threatens its very existence or image/reputation. A carefully planned and executed corporate communication strategy is required in such crisis situation to navigate through it – and could be planned with experts from within and outside the organisation. Government institutions that provide public services may also explore this to navigate through complex crisis situations that arise on a daily basis.

Furthermore the above Stobierski (2019) noted that activities of corporate communication for crisis communication could include organising or setting up interviews and news briefs to enable experts and company's representatives discuss the matters, providing representatives of the organisation with tips on what to say when faced with media questioning, engaging other concerned stakeholders when necessary – such as government regulators, attorneys, politicians and emergency responders. These can provide a robust communication plan and strategy for public institutions to deal with issues in public service delivery. As seen in the corporate world, the outcome of a properly managed crisis situation will be the satisfied customers.

According to Stobierksi (2019), the last function of corporate communication is that of internal communications. Relatedly, Joubert (2024) also identified internal communications as part of the functions of corporate communication. This is an indication that corporate communication also caters for the information and communication of the internal publics of an organisation. As a function of corporate communication, internal communication efforts by organisation include drafting memos and emails to announce new initiatives by an organisation or institution, compiling information about staff or employees towards better welfare, production of printed materials for employers (brochures, fliers or handbooks), facilitation of the all sessions for group brainstorming and training among staff, and the management of internal newsletters, blogs and related publication of the organisation concerned. Public institutions can also explore this to ensure that there is constant communication with the internal publics.

Corporate Communication Strategies And Their Effectiveness In The Public Arena

The importance of a solid corporate communication strategy cannot be over-emphasised as it has been dubbed a "critical aspect of a corporate entity" (Sprigghr, 2020). However, some scholars and organisations have come up with different strategies useful in corporate communication. Harappa (2021) identified two basic approaches to corporate communication – the traditional and the modern method or approach which could also be seen as classic. Furthermore, Harappa showed that aside the classic methods, social media has now been added to the pool of strategies utilised for corporate communication. As demonstrated by Harappa (2021), the shifting technological landscape is responsible for the changing corporate communication strategy. Cotter (2020) highlighted specific tools that must be put to use in to ensure the strategies or methods of corporate communication are effective – such tools include video-conferencing, project-oriented transactional communication, and social communication.

Traditional approach to corporate communication involves the use of traditional channels to reach out to the audience. According to Harappa (2021), the use of channels such as conferences, meetings, newsletters and articles is what traditional approach to corporate communication entails – and an example is setting up a PR team to do an interview or prepare stories with traditional media organisations such as newspaper, magazine, radio and television for the purpose of creating a favourable image for an organisation or institution. Government institutions that provide public services such as utility, transportation and more can also explore the use of such traditional channels as stories promoting or providing information on various policies, programmes and services will attract the attention of various media organisations – print and broadcast alike.

The modern method of corporate corporation has been described as flexible because it involves a two-way information exchange from organisation or institution to stakeholders and also from stakeholders to institutions (Harappa, 2021). The institution/organisation may be private or public. The modern corporate communication provides a platform for establishing better relationship between all stakeholders/parties involved. In addition, Harappa (2021) revealed that social media is now the new way of corporate communication because it allows timely delivery of communication and can also be subjected to the control of organisations. There are several of such platforms for use, prominent among the tools/channels of social media method for corporate communication includes Twitter (now X), Facebook, Instagram and LinkedIn. It is public knowledge that various public institutions such as ministries, departments and agencies including universities have a vibrant social media presence. However, many others are yet to embrace the modern methods.

These methods have proven to be effective across specific programmes of both public and private institutions. According to Martic (2022), corporate communication is seen to be responsible for improvement in employee engagement – and by just focusing on their

communication needs, organisations are able to keep their workforce engaged over a long period of time. The author explained that corporate communication is also the reason for the elimination of email overload – a situation where modern tools utilised by corporate communication has reduced the over-reliance on our email addresses. This creates a situation of smart work environment where the workforce is not overstretched across different communication channels.

Corporate communication of institutions/organisations is also instrumental to improving inter-department/inter-unit communications (Martic, 2022). Accordingly, the author showed that any time there is no effective or proper corporate communication strategy, organisations/institutions struggle to maintain effective inter-unit/inter-departmental communications – and employee productivity is dependent on ease-of-collaboration at individual and group (units, teams, departments) level. Furthermore, the author provided an example of the need for the marketing department of a company to be on the same page with that of research, and how that of IT need to be in sync with business office or unit. It is when they function in unison that efficiency will become the obvious outcome. This is also crucial in public service where people do not see the reason to synergise in the performance of tasks and duties.

One other area of effectiveness of corporate communication is that it provides room for improving communication between the organisation and its remote workers (Martic, 2022). Often times, organisations have few persons in their workforce work from the office while majority of them are in the field – and in countries such as the US, the number of workers who are mobile ones (remote) will continue to increase largely due to solutions that may emerge (International Data Corporation, 2015). This is especially the case in COVID-19 and post-COVID corporate world. As a result of the foregoing, there is also a need for a new form of leadership, corporate communication, and approach to management. According to Martic (2022), certain challenges faced by mobile or remote workforce are associated with information silos, coordinating across time zones, overcoming cultural and language barriers – then carefully-planned and executed corporate communication strategy may have so much impact on these factors.

Corporate communication, to a reasonable extent, also improves knowledge sharing within an organisation or institution (Martic, 2022). According to the author, a major goal of an organisation for promoting internal corporate communication efforts may be to bring about improved best practices related to knowledge sharing – chiefly due to the improvement in workings and new ways of doing things in modern times. It is based on the foregoing that a well-structured and carefully planned corporate communication strategy is recommended to avoid a situation of failure of the organisational knowledge and the entire knowledge sharing structure/architecture in an organisation. A knowledge-based economy has also been recommended for the Nigerian state to adopt in order to ensure that growth is premised on human capacity development. Absence of even growth and development has been attributed to the missing application of a knowledge-based economy for Nigeria (Asaju, 2020). On this note, public institutions are also expected to ensure a knowledge-based economy which is possible through communication and education

Closely related to knowledge sharing as a way that demonstrates the effectiveness of corporate communication is that of increased employee advocacy. Martic (2022) averred that once there is a well-coordinated corporate communication between employee and employer, the process of transforming the former into brand ambassadors becomes a smooth and easy one. Most significantly, corporate communication is effective to the point that it promotes corporate identity and culture. Khan (2020) lent credence that building and maintaining corporate identity of an institution is the main priority of communication – and it is the case because reputation and perception are two factors/determinants crucial in establishing and

maintaining relationships with the public, the media and other institutions or organisations. To a reasonable extent, various channels of reaching the public (internal and external) are useful if an institution or organisation intends to achieve set objectives. It is also the case in public institutions.

Corporate Communication Strategies And Attendant Challenges In Nigeria

There is also a need to understand the likely challenges faced in the use of corporate communication strategies. Challenges facing the adoption of corporate communication can better be understood from the perspective of the modern digital transformation (Velasco, 2017). One of the main challenges is that of positioning communications in functional and hierarchical manner. Largely because in an organisation, the challenge of what constitutes a department or unit often poses a challenge – and then even when this is not the case, the problem associated with selecting the most suitable strategy for corporate communication becomes difficult-a-task to tackle by management. Related challenges may come from the communication process proper – such as poor communication skills, lack of knowledge of non-verbal communication, deliberate ignoring of code of conduct in business (Borisova, 2013).

Speed of transmission due to the online and on-live world in which we live in is another challenge faced by corporate communication units as it concerns the adoption of effective strategy. The Internet is reputed to be one innovation that has brought about improvement in communication and this is particularly in respect to speed and connection between people the world over (Rogers, 2019). However, that speed and online access are positioning as challenge to corporate communication (Velasco, 2017). This is the scenario particularly in crisis situations and the spread of fake news and falsehoods across the Internet space. Corporate communication, therefore, is often deployed to manage situations because information travels faster than now than before – posing a challenge as communicators (always) are in the act of managing situations or doing damage control. This challenge for corporate communication is glaring across all sectors and its knowledge prepares the appropriate unit ahead of time.

One of the challenges of corporate communication is access to an enormous amount of data (Velasco, 2017). In other words, our world, in modern times is plagued with the challenge of overabundance of information which invariably causes great worry for information managers, users and researchers (Bawden & Robinson, 2021; Hoq, 2014). According to Renjith (2017), information overload is a situation of too much information which hinders an individual's direct access to required information; a case that leads to difficulty in decision making, and can also be referred to as infoxication or infobesity. This challenge of information overload is further magnified by the modern digital media. However, Bawden and Robinson (2021) concluded that though the problem of information overload persists, it has not completely overwhelmed individuals, institutions or societies. It is also known to pose as serious challenge to corporate communication as a management function and as a profession because professional communicators are said to be grappling with the problem especially in the era of digital technologies.

A further challenge to the adoption of corporate communication is that of confusion between facts and emotions and general climate of distrust (Velasco, 2017). In several countries of the world, there is a general decline in trust of media and journalism by the public, and the mistrust is even further extended to other communicators (these are the corporate communicators) who speak for organisations, companies or institutions (European Public Relations Education and Research Association - EUPRERA, 2019). Furthermore, the association (EUPRERA) noted that the issue related to mistrust poses a major challenge to the communication profession because trust is a necessary ingredient – the professionals need to earn public trust before they can effectively discharge their duties. The categories of

public/stakeholders references in the foregoing include the bloggers, journalists, influencers and members of the general public.

The case is further exacerbated by the ambiguous and complex world of today where people are losing confidence reposed on institutions including the mass media (Moreno et al., 2021). Coupled with the dynamism as witnessed within the new media and social media domains, the public are continually in a state of uncertainty as parameters used in evaluating the scope and perception of traditional media are being eroded (Kruckeberg & Tsetsura, 2008). Quoting Lopez, Velasco (2017) emphasised the need for practitioners to reinvent the profession from an ethical perspective because the greatest challenge faced by communicators and the larger society is that of mistrust occasioned by the disappearing credibility among various institutions that are at the core of social organisation. This implies that corporate communicators across board must devise ways to ensure that trust is earned through ethical conduct and dissemination of credible to members of the public.

CONCLUSION

This study has made a case for public sector communication modeled after the popular corporate communication. This becomes significant owing to the difficulties in the Nigerian public sector communication dynamics. The ever-growing and widening disinformation and fake news spectrum across the digital media is another reason for the recommendation of corporate communication model in the public sector to enable communicators and professionals dilute the issues and provide Nigerians with credible information required to provide support to government policies, programmes and activities. It is once again imperative to restate that the need for corporate communication in the Nigerian public sector cannot be overemphasised and this is also partly because of the issues of communication and knowledge gap seen across various ministries, departments and agencies (MDAs) of government in Nigeria at the moment. The gap can be bridged through the adoption and application of a corporate communication-styled engagement with the Nigerian public. In essence, professionals and practitioners must now see Nigerians as customers and treat them same way private, profit-making bodies treat their external publics. This will boost trust and cooperation of the Nigerian publics.

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