















**9. Generation, transmission and distribution of at least 20,000 MW of electricity within four years and increasing to 50,000 MW with a view to achieving 24/7 uninterrupted power supply within 10 years. FAILED**

As of December 2014, the total installed capacity of the country's power plants was 7, 445 MW, available capacity was 4,949 MW and the average generation was about 3,900 MW. However, during campaigns, then Lagos Governor now Power, Works and Housing Minister, Babatunde Fashola, had boasted on Channels TV, "Power generation isn't rocket science. It's just a generator. So just remember that your *'I better pass your neighbour'* in one million times in capacity but in one place."

However, on August 3, 2018, while addressing a retreat for top officials of his ministry he said the generation capacity is 7000 MW while the distribution capacity stood at 5,222 megawatts, a situation that shows no improvement and far off the 4000 megawatts promised to be delivered yearly by the administration.

<https://www.vanguardngr.com/2018/08/power-generation-rises-to-7000-mega-watts-fashola/>

**10. Empowerment scheme to employ 740,000 graduates across the 36 states and the Federal Capital Territory. FAILED**

There is no distinct empowerment scheme for graduates across the country as promised by the APC. This promise should not be confused with the N-Power scheme targeted at building vocational and apprenticeship skills.

**11. Payment of allowances to the discharged but unemployed Youth Corps members for 12 months while in the skills and entrepreneurial development programme. FAILED**

There is no evidence of any payment to discharged but unemployed youth corps members anywhere in the country as promised by the ruling party during the 2015 election campaigns.

**12. Establishment of a free-tuition and scholarship scheme for pupils who have shown exceptional aptitude in science subjects at O/Levels to study ICT-related courses. FAILED**

There is no evidence the Federal Government has initiated a free-tuition and or scholarship scheme for primary school pupils anywhere in the country.

**13. Creation of 720,000 jobs by the 36 states in the federation per annum (20,000 per state) FAILED**

There is no evidence this promise has been fulfilled in any state of the Federation including those controlled by the APC.

**14. Creating additional middle-class of at least 2 million new home owners in our first year in government and 1 million annually thereafter. FAILED**

Instead of creating additional middle-class, more people have slipped into poverty to an extent Nigeria has overtaken India in the poorest of the poor index and is now considered the world headquarters of poverty.

**15. Creating a National Conflict Resolution Commission to prevent, mitigate and resolve civil conflicts within the polity. FAILED**

There is no evidence to show the government has forwarded a bill for the creation of the commission to the National Assembly.

**16. Building six centres of excellence to address the needs of special education –** There is no evidence the government has initiated the building of the centres of excellence for special education in any zone in the country.



**17. Increasing the number of doctors from 19 per 1000 population to 50 per 1000 – FAILED**

Instead of attracting more doctors, the country has witnessed a huge brain drain in the health sector than ever before. Even the president has no confidence in the nation's healthcare delivery system and has consistently gone to the UK for treatment and for his son.

**18. Strengthening operational and legal instruments to discipline members of the Armed Forces over confirmed cases of human rights violations – FAILED**

No serious action has been taken by the government to discipline errant officers and men of the Nigerian Armed Forces in the face of gross human rights abuses. Instead, the Presidency has always defended the Armed Forces anytime international bodies like Amnesty International, Human Rights Watch etc, released reports indicting the military of rights violations.

**19. Free maternal and child healthcare services – FAILED**

The Federal Government has not initiated free maternal and childcare services in any part of the country.

**20. Upgrading all Federal Government-owned hospitals to world-class facilities within five years – FAILED**

None of the federal government-owned tertiary institutions has been upgraded to world-class standard since the administration came into power.

**21. The defeat of Boko Haram and the rehabilitation and reintegration of repentant insurgents – FAILED**

Boko Haram is still unleashing terror on many parts of the Northeast and has recently intensified attacks in Borno and Yobe states. More soldiers have been killed by the insurgents than in the past while morale has gotten to its lowest ebb among troops resulting in protests and mutiny (Eronmosele, 2019; IPC, 2019, Aririguzoh, 2019, Edefejirhaye, Ogunwuyi, & Olawunmi, 2022). The above political deceptions are enough for Osinbajo to hide himself from 2023 presidential electioneering campaign. He mistakenly tested Nigerian media boldness by declaring to run for 2023 presidency. And he has been receiving media bombardment on the ground of Public relations ethics and media gate-keeping practices.

**Theoretical Framework**

Theory is simply a “set of related propositions that presents a systematic view of phenomenon by specifying relationship among concepts” (Wimmer & Dominick; 2006 P.11). A good theory should clearly explain why a particular concept should behave in a particular way. This is why Griffin (1991 P.4) argues that “a good theory explains an event or behaviour. It brings clarity to an otherwise chaotic situation. It draws order out of chaos”. A good theory must therefore clarify confusing situations. It should of necessity, “ventilate a situation or event that appears nebulous to the extent that it would guarantee concrete, precise and detailed understanding of the situation or event” (Nwosu; 2006 P.32). This paper therefore; is anchored on two theories- the game theory and gate-keeping theory.

**Game theory**

Game theory according to Myerson, (1991) is the study of mathematical models of strategic interactions among rational agents. It has applications in all fields of social sciences, as well as in logic, systems science and computer science. Originally, it addressed two-person zero-sum games, in which each participant's gains or losses are exactly balanced by those of other participants. In the 21st century, game theory applies to a wide range of behavioral relations including politics. It is now an umbrella term for the science of logical decision making in

humans, animals, as well as computers. Modern game theory began with the idea of mixed-strategy equilibria in two-person zero-sum game and its proof by John von Neumann (Bellhouse,2007). Von Neumann's original proof used the Brouwer fixed-point theorem on continuous mappings into compact convex sets, which became a standard method in game theory and mathematical economics. His paper was followed by the 1944 book “Theory of Games and Economic Behavior”, co-written with Oskar Morgenstern, which considered cooperative games of several players . The second edition of this book provided an axiomatic theory of expected utility, which allowed mathematical statisticians and economists to treat decision-making under uncertainty. Game theory was developed extensively in the 1950s by many scholars. It was explicitly applied to evolution in the 1970s, although similar developments go back at least as far as the 1930s. Game theory has been widely recognized as an important tool in many fields (Zenmelo, 1913; Neumann, 1928; Kim,2014).

The application of game theory to political science is focused in the overlapping areas of fair play, sportsmanship, political economy, public choice, war bargaining, positive political theory, and social choice theory. In each of these areas, researchers have developed game-theoretic models in which the players are often voters, political parties, states, special interest groups, and politicians just as Nigerian are about to elect new president. The media must fulfill their obligation as the fourth estate of the realm by give the masses needed political media education. The reason is that politics is a game of number, trickery and mathematics. It must be carried out in the spirit of sportsmanship and not do or die.

### **Gate Keeping Theory**

The propounder of this theory is Kurt Lewin 1947. Gate-keeping is the process through which information is filtered for dissemination, whether for publication, broadcasting, the internet, or some other mode of communication. The academic theory of gate-keeping may be found in multiple fields of study, including communication studies, journalism, political science, political communication, political advertising and sociology (Bass, 1969). Gate keeping originally focused on the mass media with its few-to-many dynamic. Currently, the gate-keeping theory also addresses face-to-face communication and the many-to-many dynamic inherent on the Internet. Social psychologist Kurt Lewin first instituted Gate-keeping theory in 1947 (Bennett, 2004).

Some of the assumptions of the theory according to Anaeto, Onabajo & Osifeso (2008) are:

Media professional and organizations act as gates to the flood of information going and coming in within the larger society.

Media houses guide jealously information by taken drastic decision to lock up or open the gate for some information to go out or not in the interest of the public. Hence the media has the power to project the best political candidates to electorates through political media education.

Gate-keeping occurs at all levels of the media structure-from a reporter deciding which sources are presented in a headline story to editors choosing which stories are printed or covered. This also includes Public relations officers and political scientist helping the people to make appropriate choice of credible candidates through media education. Thereby filter out unwanted candidates.

### **Prof. Yemi Osinbajo’s 2023 Presidential Declarative Statement**

- 1. Fellow Nigerians, a few moments ago, I met with President Muhammadu Buhari. I informed him that I wanted to succeed him as the president of the Federal Republic of Nigeria. Though it is not my life-long ambition, it has become imperative that to rescue Nigeria, we need someone to build on the*

*achievements of President Buhari. I have looked around; I do not see anyone better suited to carry on that solemn assignment than my humble self. As a great father of the nation, which Buhari is, he wished me well.*

- 2. I took this bold step after a wide-ranging consultation with Nigerians of various ethnic, religious, and economic hues. I listened to market women and men, I sat down with the young and old, I heard from students and intellectuals, I broke bread with the unemployed and the underemployed, I accepted the counsel of traditional rulers and kingmakers across Nigeria, and more importantly, I weighed in the opinion of my wife and children. All the signals that I got were positive. Go PYO.*
- 3. Unlike all those who want to rule you as their subjects, I offer myself to serve our great country, Nigeria, with utmost humility. Growing up in Lagos, I did not know that I would be where I am today – one heartbeat away from the presidency of this great country. Having been here, having seen all parts of Nigeria from a close range, having worked beside a great but humble leader, President Muhammadu Buhari, GCFR, for almost seven years now, having interacted with leaders at federal, state, and local government levels, I have a burning desire in me to continue with Buhari’s master-plan for Nigeria.*
- 4. The master plan may not be clear to some of you, my compatriots, but there is a master plan coming together. The worldwide economic downturn, COVID-19 pandemic, and decades of lack of investments in Nigerian infrastructure may have blurred what President Buhari has achieved. But trust me, he has taken Nigeria to a new height. Though you may not feel it, you may not honestly say that you are better off today than you were in 2015, but believe me, in things that matter most, values and sincere leadership, our country is in a better place.*
- 5. My fellow Nigerians, trust me when I say that no matter how dark it looks, we are on the right path. The temporary disruptions that we see today, the blurriness caused by the dust in the air should not blind us to the long time gains of our investments of this day. I share in your pains of this day of cultivation. Inshallah, we shall all smile soon as harvest time comes.*
- 6. The Nigeria of 2015 was an active erosion site, swallowing homes, roads, and farmlands. What we have done is to channel the floodwater away from the site. Though the gullies are still collapsing and expanding at some places, fundamentally, we have plucked the remote causes. I seek the presidency to begin the next level of the project, which is to fill up the gullies, recover our once lost land and begin reconstruction. In my time as president, you will see mansions rising in our fatherland once overrun by ugly gullies.*
- 7. I have looked around the field of those aspiring to be president. Though they may be honorable men and women in their own right, none of them has what it takes to complete the job that President Buhari started. This is not the time to bring in people who were not there when the corpse was buried and have them start digging from the legs.*
- 8. Those of you who watched with amazement what I accomplished in those few days that President Buhari handed power to me can attest that if I get only four years to be the steward of this great nation, I will turn Nigeria into what Ronald Reagan called “a shining city on a hill.”*

9. *As we know, some people are born corrupt. Some people have corruption swimming all around them. I am clothed in a bright gown of integrity. Integrity is modest, integrity is humble and integrity never fails to accomplish and excel. I never have and will never steal from the Nigerian people. Those who steal are greedy. Period. They never change. Please do not believe them when they say they are born-again.*
10. *I am vast in the rudiments of nation-building and sustainable economic growth. When I come into my own as president, that skill set will make all the difference. It helps that more than all the pretenders in the political arena, I am hardworking, I am committed to my stated goals and I am determined to rise above all my enemies and my competitors. My vision for Nigeria is clear and simple. I want Nigeria that is great but just, prosperous but fair and progressive but united. Justice, fairness and unity are very close to my heart.*
11. *I have never cheated to be where I am in life. We are where we are as a nation because we have allowed some people to cheat and steal their ways to what we call success. I made myself what I am today by converting challenges into opportunities. That is the philosophy that I will bring to my presidency. I will deploy this philosophy to lure back our compatriots who have lost faith in the Nigerian project. They will give Nigeria a second chance when they see my sincerity of purpose.*
12. *I understand the internal factors dragging down the economy of Nigeria. I have the foreign and nationwide connections that I need to speed up the economic renaissance of our nation. When it comes to security concerns, I will take decisive actions to quell the lingering security problems across Nigeria. As someone close to the beaming youth of this nation, I know how to inspire them to deploy their restless energy into productive ventures. I have done it on tiny scales in line with my limited portfolio as vice president. As president, I will multiply my effort by 100 million folds.*
13. *Those who know me well will tell you that I am like water. I have no enemy. I will carry every part of the country along in the journey of Nigeria's emancipation. Yes, that is what PYO stands for – total and final emancipation of Nigeria. We are all children of God, and the God that I serve does not discriminate. I firmly believe that what is good for my children must be extended to the children of the lowest citizens of our country.*
14. *I believe now is the time to reverse this current system where we leave a great majority of our people to wait for crumbs to trickle down to them from the table of the rich and mighty. When I am president, I will ensure that the least amongst us have the first choice before the mighty. Having run "TraderMoni" and a school feeding program, having worked with young entrepreneurs starting a business, I know the potential in them. I will not let that potential go to waste anymore.*
15. *I know what most of you are waiting to hear. What about my great friend and benefactor, Asiwaju Bola Ahmed Tinubu (aka BAT)? As you all know, I have tremendous respect for Asiwaju, Jagaban Borgu. But in matters of the fate of 200 million Nigerians, we cannot afford to let emotions rule us. The situation of Nigeria today is so critical. We need a healthy, vibrant, and untainted leader to handle the situation, now that we still can.*
16. *The same goes for other aspirants from all the other political parties. We have no room to play around anymore. We have no space for people who will*

*learn on the job. We have no patience for those carrying a truckload of toxic baggage. The urgency of our situation is palpable.*

*For this and other reasons, I offer myself to serve our great nation by declaring my interest in running for president. It will be the greatest honor of my life to serve you all.*

*May God bless you all. And may God bless the Federal Republic of Nigeria.*

## **Methodology**

The method used in this research is content analysis. Content analysis is an interpretation of what is contained (content) in a message. According to Cole (1988), it is a “method of analysing written, verbal or visual communication messages.” Content analysis is the study of recorded human communications such as dairy entries, books, newspaper, videos, text messages, tweets, facebook updates and others. Being the scientific study of the content of communication, content analysis is actually the study of contexts, meanings, subtexts, intentions contained in the messages. In simple terms, content analysis is the analysis of what is already said, written or recorded. Through systematic classification process of coding and identifying themes or patterns, content analysis is a “research method for the subjective interpretation of the content of text data” (Hsieh & Shannon, 2005). Harwood & Garry (2003) opine that content analysis was used to analyse newspaper articles, magazines, hymns, advertisements and other political speeches. Over the years, this method has witnessed a steady growth in the others fields of social science, arts and humanities. The method of content analysis can be applied to study majorly five types of texts.

1. Written texts – including documents, Political adverts, books, papers, newspapers and others.
2. Oral texts– including sound, speeches, audio-messages,radio message, lectures, political statements and campaign promises.
3. Iconic texts– including graphs, paintings, posters, drawings and many others.
4. Audio-Visual texts– including films, television messages. adverts in media, social media messages and videos.
5. Hypertexts – texts on the internet and social media.

In this study the text of Osinbajo 2023 presidential declarative statement was obtained from the social media on the 29<sup>th</sup> March, 2022 for analytical study (Premium Times, March 29;2022).

## **Analysis of Prof. Yemi Osinbajo 2023 Presidential Declarative Statement**

The statement of Osinbajo is hereby analysed thematically paragraph by paragraph.

### **1. Building on Buhari Achievements. (Paragraph 1)**

Osinbajo wants to build on the achievements of Buhari. And he is the only one in Nigeria that is fit for the job. Literature review in this study shows that Buhari/Osinbajo administration from 2015-2022 was rooted on political deceptions and unfulfilled political campaign promises ( Eronmosele, 2019, *The Nation* newspaper of Monday November 19, 2018; p. 2, *The Punch* Newspaper of Monday November 19, 2018; p. 6). Therefore Buhari has no achievement to build upon.

### **2. Wide Consultation. (Paragraph 2)**

Osinbajo might have had such a wide consultation by merely sitting at his office with all the category of people he mentioned without town hall meeting, face to face meeting,

opinion survey, internet survey. community/media relations. And no media in Aso Rock visa-vis in Nigeria reported the meetings. This is a demagogue ( political deception to lure electorate).

3. **7 Years of No Achievement.** (Paragraph 3)

Prof. Osinbajo could not point out to Nigerians some of his achievements in the 7 years of working with Buhari. How can he convince Nigerians to waste another four years on him when there are better Nigerians who can do the job.

4. **Buhari took Nigeria to better Place.** (Paragraphs 4- 8)

Osinbajo is merely building on the lies of APC/ Buhari campaign promises that failed woefully (IPC, 2019, Aririguzoh, 2019, Edefejirhaye, Ogunwuyi & Olawunmi, 2022).

Buhari promised to bring the price of fuel from N85 per litre to N45. He failed. Nigerians are buying fuel now as at April 2022 at N200 per litre.

Dollar to naira exchange rate under Buhari is risen to over N600 to a American Dollar. During his electioneering campaign in 2015 he promised to make a naira equal to a dollar.

Buhari promised subduing Boko Haram and insecurity within two months in power, today; insecurity has overwhelm all security outfits in Nigeria (Edefejirhaye, e tal 2022).

Nigerians are undergoing serious pain at various level as result of high prices of goods, services and hyper-inflation in all ramifications of Nigeria economy; yet Osinbajo is deceiving us that Buhari has placed Nigeria in better and higher level. And he wants to build on this pains and sufferings to eliminate the average Nigerians.

5. **Osinbajo has vast knowledge of nation building and economic growth.** (Paragraphs 10-15)

Is it really true that Osinbajo has such competency? Where is the evidence in these seven years? Is he waiting for Buhari to die and take over leadership before he displays the competency? That was not the spirit of Joseph in Egypt. This is a show of Pentecostal witchcraft when fellow Nigerians are dying under cruel economy. So Prof. Osinbajo can only use the magic wane when become the president of Nigeria? Surely, he has just failed political communication examination. If he decides to maneuver his way to the presidency without Nigerian votes Nigerians cannot expect good result from him.

## **Discussion of Findings**

The literature review corroborates paragraph 1 of Osinbajo declarative statement that Buhari/Osinbajo administration has no tangible achievement for Osinbajo to build on as he opined. The game and gate-keeping theories on which this study is anchored, nullify his candidacy on ground of questionable reputation and deceptive records.

Osinbajo acclaimed wide consultation before his annunciation in paragraph 2 is a demagogue. In public relations ethics and political communication it is a political deception strategy which game and gate-keeping theory counseled against. Since no Nigerian media reported his wide consultation, his presidential ambition may not sail through.

Seven Years of No Achievement. (Paragraph 3). Prof. Osinbajo could not point out to Nigerians some of his achievements in the 7 years of working with Buhari. It means he agreed that he wasted his chance of bringing positive change according to their party campaign slogan. How can he convince Nigerians to waste another four years on him when there are better Nigerians who can do the job. It is on media record that these seven wasted years are the worst years in Nigerian history. Edefejirhaye, (2021) asserts that Buhari administration brought Nigeria 40 years backward in terms of insecurity, economy, policy making, agriculture, trade and commerce.

Osinbajo claim that Buhari took Nigeria to a better Place in (Paragraphs 4- 8) was also nullified by his own statement that Nigerians were in real agony during the same period. This is self deception. The statement betrayed his master-Buhari also. From the above analysis, Osinbajo is merely building on the lies of APC/ Buhari campaign promises that failed woefully (IPC, 2019, Aririguzoh, 2019, Edafejrhaye, e tal 2022).

Buhari promised to bring the price of fuel from N85 per litre to N45. He failed. Nigerians are buying fuel now as at April 2022 at N200 per litre.

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Nigerians are undergoing serious pain in various level as result of high prices of goods, services and hyper-inflation in all ramification of Nigeria economy; yet Osinbajo is deceiving us that Buhari has placed Nigeria in better and higher level. And he wants to build on this pains and sufferings to eliminate the average Nigerians.

Osinbajo's claims that he has vast knowledge of nation building and economic growth in (Paragraphs 10-15) have been discarded by the seven inactive years of the administration. Is it really true that Osinbajo has such competency? Where is the evidence in these seven years? Is he waiting for Buhari to die and take over leadership before he displays the competency?

## **Conclusion**

It is obvious that Nigerians have been beguiled by many politicians for these years. However, there is still hope for Nigeria if the entire media network wake up for the responsibility to educate political parties, electorates and elder-statesmen to pick tested, reputable, competent and proven Nigerians as presidential candidates for the forthcoming election.

## **Recommendations**

Nigerian media houses as matter of urgency should start a proactive public relations campaign now using all the media outfits- print, broadcast, digital or social media for the followings:

News analysis and commentaries on proven political candidates.

1. Investigative and interpretative journalistic reporting on deceptive and corrupt politicians.
2. Press conferences to educate political parties and electorates.
3. Press releases to create deliberate awareness among Nigeria,
4. Editorials and Advertorials in newspapers, radio, television social media and magazines to project the best candidates.
5. Cartoons and short drama pieces to encourage proper selection of reputable and tested Nigerians. Dramas, films and home videos aimed at condemning bloody elections.

Nigerians are tired of recycling old and tired politicians. Political parties should pick young people of between 40 to 50 years from South-East of Nigeria to test run this new political process. This research is very optimistic that if all the recommendations are observed, Nigeria will henceforth continue to produce good presidents.

## **Acknowledgements**

We acknowledged all who help to criticise this work to make the paper better. We express our gratitude to the authority of Thomas Adewumi University, Prof. K.L Ayorinde for creating serene atmosphere for conducive learning.

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