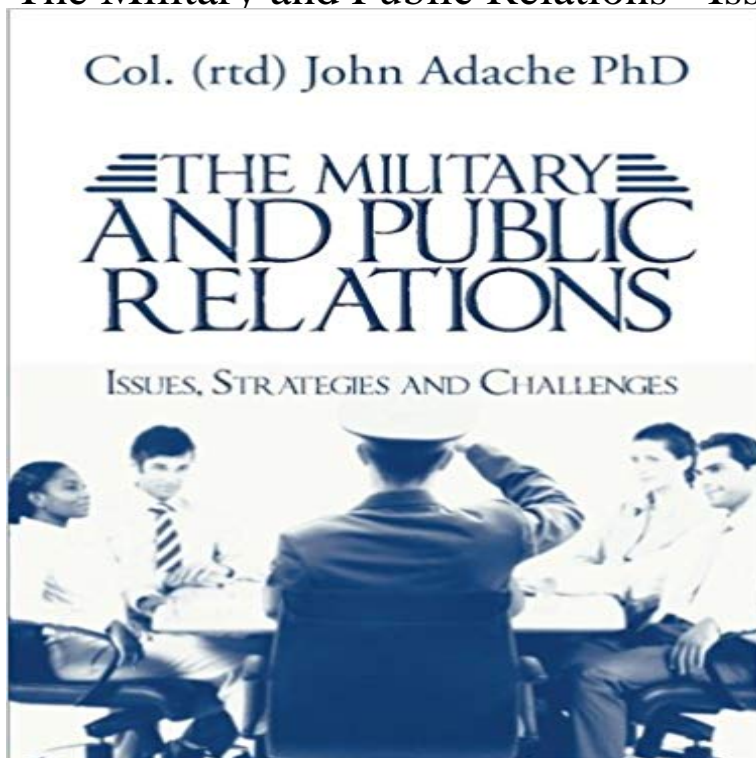


The Military and Public Relations - Issues, Strategies and Challenges



Public Relations practice, its approaches and methods have become widely and deeply entrenched in business, government and in many other complex organizations especially in the developed nations of the world. In same manner, its relevance and utility as tool of institutional promotion have equally come to be appreciated in the Armed Forces. The text therefore, within context of the evolution, growth and development of the broad discipline of Public Relations appropriately situates its practice in the military. It articulates and highlights in-depth, the many aspects to public relations practice in the armed Forces drawing examples extensively from especially the experiences of the United States and UK Armed Services. Divided into Four Parts, the book examines the role of the Military in society and traces the evolution of modern public Relations and its development in the military. Under Public Relations Principles, Approaches and Practice, it analyses the role and function of public relations in the interface of military and society, and further highlight the purpose of military public relations, its targets, strategies and tactics. It examines Public Relations practice in the Nigerian Military including public perception and management. Current and topical Issues in Public Relations and Communication such as Technology, the Military and Public Relations, Social Media, Public Relations and the Military, Security Threats, Crisis Management and the Role of Communications, and Challenges to Military Public Relations Practice were analyzed. The book finally concludes with The Importance of Military Public Relations in a Democratic Society. Given the perpetual need to constantly `keep the military in the public eye, the book strongly posits that it is appropriate that public relations be properly positioned as the strategic machinery through which the military could seek to identify with the

people and invariably, national interest in order for them to render accounts of their performances and seek informed public support as obtains in developed democracies. This book will be a useful source of reference to especially military public relations officers and indeed all military officers across the world. It further should bring forth better insight to the understanding by the civilian populace, communications professionals, and research scholars specializing in military public relations or public affairs operating in diverse regions of the world.

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