
Lobby & Lobbying Techniques in Persuasive Communication: Nigeria's Case in Perspectives

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ABSTRACT

The paper analyzes the concept of lobby and lobbying techniques as a means of attracting political recognition, socio-economic amenities and favourable legislations in governance and in organizations. The wind of democracy blowing across the globe has no doubt given unprecedented impetus to lobby as individuals, organizations and communities have the freedom to question those in authority on how the national economy is managed, and often times demand for provision of social amenities, by lobbying their representatives in government. In this regard, lobby has become an accepted phenomenon as it is now practiced by professionals in various fields such as Public Relations, Accountancy, Engineering and Law etc. Lobbyists dig out information from officials or records that ought to be known and persuasively inform government officials about organizations/community needs and promotes favourable legislations. To ensure effective persuasion, lobbyist should be credible, frame goals in a way that identifies common grounds with those they intend to persuade and reinforce positions using vivid language and compelling evidence. The paper recommends that lobbying shouldn't be seen as a negative phenomenon as it portends the wheel of progress in governance. It ought to be embraced by all and sundry. Lobbyists who tend to be corrupt should be checked by the anti-corruption agencies, the Independent Corrupt Practices Commission and the Economic and Financial Crime Commission (ICPC & EFCC) to forestall bribery and corruption in governance.

KEYWORDS: *Lobby, Lobbying, Persuasive, Communication and Nigeria in Perspectives*

INTRODUCTION

The attendant consequences of the call for man to multiply and fill the earth no doubt, has brought challenging needs. It has resulted to astronomical increase in population and competition for the acquisition of limited resources. Man therefore became a political animal and established pressure groups to lobby for better legislations and the allocation of development projects. According to John (1977) in Egbulefu & Okieibunor (2015, 1) the developed nations see lobbying as a growing industry and refer to lobbyists as expeditors' who know local traditions and customs and is in position to influence policies. They advise their clients (trade associations, corporations, public interest groups and regulated utilities and industries) on how to achieve goals by working with legislators and government

regulators. John further posits that in the developed countries lobbyists call themselves government relations specialist stressing that the United States, registered lobbyist in Washington DC grew from 3400 to almost 10,000 in 1997.

This number no doubt has doubled in the 21st century. But in the developing countries such as Nigeria, Ghana, Cameroon and Senegal etc. lobbying connotes the act of bribery and corruption with the intention to influence a person or persons to obtain favour. Corroborating Kukasheka(2021, 2) observes that in Nigeria, however, “lobbying is primarily associated with negative connotations. It is mostly associated with unwholesome practices or efforts at currying undeserved favour or preference. It is also associated with undue influence soliciting for favour for someone at the expenses of others. In this regard, we emphasize lobbying as a public relations function and disabuse themindset of the developing nations on what they term lobbying to be because it has become a necessity in democratic governance.

Supporting the above view Asogwah (2003, 133) observes that in a democratic setting one single factor which has greatly influenced the art of lobbying is the structure of government itself. The concept of representation at all strata of government (local, state and national) as well as the constitutional requirement for observance of federal character in appointments, all give the art of lobbying some political flavour. Thus, armed with constitutional guarantees of freedom of expression, a political structure keyed to the parochial desires of different constituencies and a basic cultural affinity for forming pressure or interest groups, the concept of lobbying grew stronger and stronger by the day. As the process of government became more complex or complicated lobbyists became more specialized and sophisticated in their approach, sometimes employing blackmail and corrupt practices to achieve their aims.

Furthermore, Asogwah (2003, 134) posits that interest and pressure groups play a formidable role in the concept of lobbying. The publicizing or gazetting intended legislation gives sample room for lobbyists to mount pressure, to secure a vantage position. Pressure groups such as labour may also exert sufficient influence on the government to drop intended legislation completely or reshape it in a manner that may satisfy their interests,

In view of the foregoing, it is considered imperative to define some key words in this paper which are Lobby, Persuasion, Communication and Persuasive Communication.

Lobby: according to the Webster Universal and Thesaurus Dictionary (2010) lobby is defined as a person or group that tries to influence legislators to support a particular course or take certain action. The Chartered Institute of Public Relations of the United Kingdom defines lobbying as “activities that are carried out in the course of a business to influence government or advise others on how to influence the government or it can also be known as public affairs or government affairs and includes in-house and agency employees and independent practitioners” (Kukasheka 2021, 2) Quoting the Council of Europe (2017) definition of lobby, Kukasheka (2021, 3) says “it is a means of promoting specific interests by communication with a public official as part of a social responsibility activity in influencing public decision making”

Lobbying: In a broad sense, lobbying is persuading someone with more decision making power than you, in a particular situation, to take a course of action that you support. (www.google.com). Lobbying is a persistent effort to convince those in authority through persuasive communication to agree on ones point of view, an organization or community.

Lobbying “embraces digging out information from officials or records that ought to be known, persuasively informing government officials about your needs. Promoting legislature or administrative action for an organization or against any adverse interest and obtaining government co-operation or sponsorship.” (Ogbidi 2007, 52)

Persuasion: as defined by Hogan (1996) and cited in Egbulefu&Okeibunor (2015, 2) is the ability to induce beliefs and values in other people by influencing their thoughts and actions through specific strategies. He further posits that the ability to influence the behaviour of another person or group of people has been a necessary element in human culture since the beginning of time. The greatest changes in the course of humanity have all been guided by individuals with mastery in the persuasion process. Hogan further stated that to effectively persuade another person to tilt to one’s own views involve the knowledge and the application of some persuasive techniques such as masterful use of questions, clarity of view point, dealing with emotional issues, clarity of values, power of words and hypnotic language pattern.

Communication: according to Nwabueze (2007,140) it is simply the exchange of ideas and messages between the sender and a receiver. It could be intrapersonal (within the individual) or interpersonal (among two entities). This paper’s interest is in the interpersonal communication because there is an exchange of messages and ideas between the legislators and lobbyists, politicians and the electorates. From the fore-going postulation, it is essential that lobbyists should persuasively communicate their ideas in order to win the support of the legislators to have positive legislations or the sitting of development projects in their communities.

Persuasive Communication: Ajala (2005, 65) vividly captures what persuasive communication stands for. She says it is a conscious effort made by someone with the aim of influencing the thoughts or action of another person. She further posits “it is a communication process in which the communicator seeks to elicit a desired response, attempts to influence the behaviour of the listener. In this discourse the listener is the legislators while the communicator is the lobbyist. It should be stated in unequivocal terms that communicators or lobbyists do not always have their ways or ideas sell through.

OBJECTIVES OF THE STUDY

The objectives of this paper among others are:

1. To examine the need for lobbying,
2. To x-ray the best ways to lobby,
3. To find out who a lobbyist is
4. To find out how Nigerians have practiced lobbying.

CONCEPTUAL CLARIFICATION

Lobbying industries exist wherever there are democratic governments which are open to external advice and influence. Lobbying has been going on since time immemorial, and there is certainly a case for saying that lobbying is one of the world’s oldest professions. Whenever individual, or group of individuals, wields power over society, there will be other individuals or groups of individuals who have tried to persuade them to exercise that power in a

particular way. Lobbying is natural and inevitable. The forums of both Greece and Rome were frequented by ancient lobbyists who would seek to influence both senators and plebs for or against the issue of the day. The courts of the kings and princes were thronged with courtiers, and those courtiers were the lobbyists of their day. If the barons had not lobbied King John, he would not have signed the Magna Carta at Runnymede, and democracy in Britain might evolve very differently (Zetter 2008, 6)

The origin of lobbying as a term and as a structured business as opposed to a reflexive activity is disputed. What is beyond dispute is that those origins lie either in Westminster or Washington. One version puts the origins of the term in Washington in the 1860s. Those seeking to influence President Ulysses S. Grant would congregate in the lobby of the Willard Hotel and try to attract the great man's attention in order to raise specific areas of concern with him. Legend has it that after a while President Grant tired of their attentions and referred to them scornfully as lobbyist. In fact the actual activity of lobbying in the United States predates the Willard Hotel and President Grant. It is a matter of public record that in 1792 (just 3 years after the US federal constitution was adopted) William Hull was retained by Virginian veterans of the Continental Army to lobby for additional compensation in recognition of their services during the American revolutionary war.

In the nineteenth century lobbying in Washington had evolved to the point where it was recognizably the precursor of today's industry. Senators and Representatives were not only entertained by lobbyist, they were also extensively briefed and counter-briefed on the issues of the day. Contacts were facilitated, speeches drafted, and training was provided for those who were to appear before Congressional committees. The arrival of Margaret Thatcher in 1979 seems to have been the signal for the lobbying industry to emerge from the shadows, and to openly parade its contacts with and influence on the apparatus of government (Zetter 2008, 9).

Kukasheka (2021, 3) posits that Lobbying has long been in existence in Nigeria with varying forms and context. Every culture and society practice lobbying. This takes the form of mediation in which individual or groups curry support for a particular issue to be deliberated by the community or leader. Usually, it aims at bringing about change of mind or favourable disposition in contentious issues towards another party that advocates so. It is about influencing a decision, policies, and legislation favouring those advocating for such through positive and convincing dialogue or arguments. Unfortunately, the modern practice and understanding of lobbying is negatively portrayed as it is ascribed another name for corruption.

Lobbying as public relations strategy

Public Relations according to Cutlip, Center and Broom, (2005, 6), "is the management function that establishes and maintains mutually beneficial relationships between an organisation, and the public on whom success or failure depends." In October 2019, the International Public Relations Association defined public relations as "a decision-making management practice tasked with building relationships and interests between organisations and their publics based on the delivery of information through trusted and ethical communication methods."(kukasheka, 2021, 1) As Ogbidi (2007, 52) rightly observes, public relations sometimes embrace lobbying.

In the political arena, all public relations activities are geared towards lobbying. According to Cutlip, Center and Broom (2005, 19), lobbying is a specialized part of public relations that builds and maintains relations with activities primarily to influence legislation and regulation. To draw from the relationship between lobbying and public relations, Zetter (2008, 9) observed that by the start of the twentieth century lobbying had developed in Washington further. New media such as radio were embraced, as were new lobbying industry in the UK. They are the Chartered Institute of Public Relations (CIPR), the Government Affairs Group (GAG), the Association of Professional Political Consultants (APPC) and the Public Relations Consultants' Association (PRCA). The involvement of these public relations bodies is a clear indication of the fact that lobbying is simply the object and process of employing public relations activities in politics.

It is against the backdrop that lobby is in thing in political public relations that Brue (2015) maintains that it is a vital part of the democratic process which helps to create a better and more informed legislation. However, this is only true if it is conducted in an ethical manner with an enforced voluntary Code of Conduct. We believe the ability to lobby shouldn't be restricted and every trade union, charity, NGO, business etc. should have the opportunity to lobby and have their voices heard so that legislation can be effective as it can possibly be. In this regard, the Chartered Institute of Public Relations called for government to actively support the development of high professional standards and accountability in lobbying, and work with the profession to build stronger institutions that can regulate the ethical conducts of lobbyists, supporting and maintaining the voluntary codes of conduct.

Some of the public relations activities which aptly indicate lobby are described by Nwosu (1996, 206) as strategies for building and sustaining effective government relations in Nigeria. These strategies include using community information centres, citizens' day or people's forum, courtesy calls and community visits; identifying with community projects, festivals and similar activities such as bazaar, thanksgiving, anniversaries etc. Others are using the communication media, awards and exhibitions and corporate social responsibility such as donating of transformers to communities, providing free medical services and skill acquisition centres, among others.

THEORETICAL FRAMEWORK

One essential element of both qualitative and quantitative research is the place of theories. Theories provide the latitude with which certain phenomena can be pigeon-holed (Barry, 2010, 80). According to Osuala (2005, 23) a theory is "an attempt at synthesizing and integrating data for maximum clarification and unification." This work is anchored on Persuasion and Corporate Social Responsibility Theories.

Persuasion theory: This is based on the ideologies of Aristotle a Greek philosopher in his theories of rhetoric. According to Bradly (1984) in James (2010,5), the theory of persuasion is anchored on the process whereby an attempt is made to induce changes in attitudes and behaviour through involvement of a person's cognitive and effective domain. Folarin (1998,78) corroborates that based on the individual differences perspective, the theory holds that "for a persuasive message to be effective it must alter the psychological functioning of the recipient in such a way that he or she acts in the desired direction of the communicator."

The social responsibility theory: According to Davis (1976) as quoted in Imaga & Ewurum (1998,) cited in Egbulefu (2005) the idea of social responsibility implies that business decision makers recognize some obligation to protect and improve welfare of society as a whole along with their own interest. The effect is to enhance quality of life in the broadest possible way; however, the quality is defined by society.

In this regard, Oso & Anyankojo (2001) in Egbulefu, (2005) express the need for an organization to embark on corporate social responsibility is becoming indispensable in the contemporary business world. Social needs are making it imperative for corporate organizations to be sensitive to happenings in their environment. Such positive responses which are sometimes agitated for by some communities as in the case of Ogoni people in River State goes to ensure more understanding and good relationship between an organization and the immediate environment where it operates.

Taking cognizance of our discussion so far, it is not disputable that governance is business, moreover now that Democracy is globally accepted as the best system of governance. It is seen as the government of the people, by the people and for the people run by elected representatives. Anywhere democracy is practiced there is always a quest for development of the congregating communities. Since the need to have good quality of life is determined by each society the need to compete for social amenities becomes inevitable. Here comes the act of lobbying to persuade and influence decision makers in government to cite development projects among communities and to enact laws or legislations that are not detrimental to their corporate existence.

Those involved in lobbying include, Legislators, Opinion Leaders, Town Union Leaders, Public Relations Practitioners and Traditional Rulers etc. But, the best lobbyist is one that has the pre-requisite skill in the act of speech writing and presentation which must be persuasive in communicating with the relevant authorities. The lobbyist must as matter of fact be at home with his community.

Who is a lobbyist?

In view of our discourse, it is considered not out of place to ask ourselves this simple question. Who is a lobbyist? The answer was vividly captured by Akande (2001, 32). He sees a lobbyist as “an honest and sincere person whose main job is to communicate and persuade the relevant people or authority to adhere to set objectives.” He gives information to government agencies or influence individuals relevant to his course. He equally supplies information to his principal on regular basis. He informs his principal about major developments in the legislature and executive chambers. Lobbyists engage on the following activities:

- Reports the introduction and progress of bills(s) that might affect the sponsor or the organization he represents.
- Filing statements with committee and departments viewing or investigating his clients’ principal’s case.
- Providing factual information about his sponsor’s organization
- Informing the legislators and the public about possible effects of laws and regulations.

- Assisting in the formulation of his sponsor's policy, regarding legislation or regulation.
- Enlightening public officials about the economics of the business, he represents.
- An expert lobbyist also helps the legislators to draft laws owing to his wealth of experience in the field concerned.
- Helping the officials of the executive arm to draft regulations
- Publicizing testimonies given at hearings on proposed laws and regulations
- Persuading the personnel of executive arm to prepare favourable regulations and to revise inimical regulations.

Types of lobbying

There are two types of lobbying, direct and indirect (Grassroots Lobbying). Direct Lobbying is described as any attempt to influence legislation through communication with any member or employee of a legislative body or with any other government official involved in the legislative process. Examples of direct lobbying involvesending letters to supporters asking them to vote for a ballot measure.Meeting with a legislator or legislative staff to argue for or against a current bill and sending letters /e-mails to legislators to ask for their support or opposition to a current bill.

Grassroots or indirect lobbying: This is when you ask the public to talk to legislators. It is defined as any attempt to influence vote of an elected official (such as legislator, governor or a state board) by attempting to affect the opinions of the public and asking the public to contact their elected representatives about that legislation. It involves sending a letter to supporters explaining a current bill and asking them to contact their legislatures. Speaking at a rally/event where you discuss your position on a bill and ask people to contact their legislators. (www.Google.com).Lobbying is carried out when the issue is controversial and timely, when opposing views exist, when the decision/outcome is very important to you or your group; when you know that facts and likely outcome of the issue are being avoided by elected officials and when one's view would have a significant effect on the decision(s) being made.

Why lobby?

The essence of lobbying is with the belief that you or your group would get what you want, that the point of view projected is correct, the elected officials are not well informed concerning the particular issue in question, that if the right decision is made it will benefit the community; that politicians expect to be lobbied as they were elected to represent the people, keeps them up-to-date with what their constituents views are on issues and it keeps in touch with reality.

Steps in lobbying

- The following steps are used for lobbying:
- (a) Define the objectives and find out if they are realistic and obtainable.
 - (b) Define what you want
 - (c) Know your target.
 - (d) What lobbying method is most suitable (direct or indirect).
 - (e) Inform members and involve them.

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- (f) Localize the issue and involve the community.
 - (g) Get the required resources.
 - (h) Develop and review the documents that would be given to the elected officials and find out if they are still relevant and up-to-date too.
 - (i) Determine the ways to promote your issue e.g. radio, television, newspapers and Labour Councils or Billboards etc
 - (j) Determine how to keep up the pressure on elected officials.

The importance of lobbying

The essence of lobbying cannot be over-emphasized in that it assures good legislation, makes elected legislators to sit up knowing that their activities are monitored by the electorates, generates competition among communities, allowing them to identify their needs and pursue same. It is the beauty of democracy as it shapes, reshapes and directs the wheel of progress; enhances equitable distribution of resources. This is what the federal character in Nigeria tends to achieve and fastens economic, political and social development of a country. (Akande 2001, 34) In a similar vein Kukaheka (2021, 6) posits that “lobbying helps raise a company’s or nations profile based on recognition within the government and policy makers. It creates employment and funding opportunities and secures long term policies and legislations that favours the organization.” If lobby is positively practiced in any democratic governance it will no doubt, bring the much needed development.

CASE STUDIES

It is imperative to cite some lobby cases that took place in Nigeria during the 2014 National Conference which was held in March at Abuja the Federal Capital Territory where lots of lobbying took place in the two Houses of Assembly, the National Assembly and the House of Representatives, as ethnic groups made representation on how best to govern the country (<https://www.premiumtimesng.com>). While the south advocated for Regional Government or True Federalism and the abolition of Quota System, the north saw nothing wrong with the Presidential System. Concerning the electoral reforms, several inputs were made by pressure groups calling for a true Independent National Electoral Commission that is not controlled by the presidency. That the Chairman must be non-partisan, and a person of high integrity. That electoral litigations must be disposed before swearing in elected officers. While others called for two-party system, some advocated for multi-party system. These positions to a great extent helped the legislators on the appointment of Professor Attahiru Jega as the new Independent National Electoral Commission (INEC) Chairman by President, Goodluck Ebele Jonathan.

A glaring act of lobbying also took place in the choice of a Vice-President by President Goodluck Jonathan. The North-West where late President Umaru Musa Yar’Adua came from lobbied for the post believing that after the first tenure of the administration in May 2010 that their son who is appointed the Vice-President should contest for the presidency stressing that PDP’s zoning formula should be adhered to. Meanwhile, other zones from the North called for a credible Northerner who would be able to represent their interest as well as the entire nation. In this regard, the governors’ forum lobbied for one of them to be appointed Vice President. Such names as Gwangwazo Gusau, a Retired Army General, Namadi Sambo, Kaduna State Governor and Olu Saraki, the Governor of Kwara State were mentioned. At

last, the Kaduna State governor, Namadi Sambo was appointed the Vice-President. He was believed to be a loyalist and a good follower who would work well with the president. (Guardian May 26, 2010).

It will also be recalled that when the Vice President, Goodluck Jonathan was sworn in as the Acting President that it was not easy for him to choose ministers due to intense lobbying.

According to Guardian publication on Tuesday March 23, 2010 entitled “lobbying, security checks delay ministers list” reports that “faced with intense lobby and the need to keep the ship of state on course, Acting President, Goodluck Jonathan may have opted to send the list of ministerial nominees to the senate for clearance in batches”.

As if these were not enough, the appointment of successor to the People’s Democratic Party Chairman, Mr. Vincent Ogbula for who resigned his appointment following charges of corruption witnessed a high-level political lobbying-networking. Guardian Newspaper in its publication, Wednesday, May 26, 2010, entitled “Confusion reigns over PDP Chairman” reports that it appears that the forces and interests pushing for the next National Chairman are increasing by the day. The list of the contenders include former National Vice Chairman (South-East) Fidelis Nze-Ozichukwu, and former member of the House of Representatives, Muo Ohabunwa. Those seen as prominent contenders were chief Okwesilieze Nwodo, Bernard Eze, Olisa Metuh and Senator Ike Nwachukwu. That the National Assembly, still smarting from its loss of the vice president slot to governors wants the National Chairman position ceded to it. The law makers were believed to have sent one of their influential officers to meet with the former head of state with Nze-Ozichukwu’s name. This move according to Guardian has created a dilemma, now that it is believed that Nze-Ozichukwu has the support of the leader, an influential member of the Board of Trustees. After all consultations, the party appointed Chief Okwesilieze Nwodo as its chairman.

In a similar vein, states or geographical zones in Nigeria seeking for additional states creation seriously lobbied members of the National Assembly to have their aims achieved. Some of the proposed states creation include, Aba State from Abia State, Apa State from Benue State, Anioma State from Delta State, Lagoon State from Lagos State and Njaba State from Imo State, etc.

Also, the re-consideration of the Freedom of Information Bill that was rejected by the National Assembly was subsequent to lobbying by the National Union of Journalists and well-meaning Nigerians. The National Assembly saw the Bill as one that journalist intends to use against them but on further clarification it became clear that it was in the interest of democracy because it will checkmate bribery and corruption in the public and private sectors. The Bill was later passed as Freedom of Information Act 2011.

Taking cognizance of the presidential election that is to be conducted in Nigeria in 2023, it is instructive to note that political aspirants have started lobbying to win the minds of the citizens of the various geo-political zones by applying one strategies or the other. For instance Governor Yahaya Bello when he paid sympathy visit to farmers in the north advocated that the president should compensate them for having lost millions of Naira having embarked on self-strike of not supplying tomatoes to the south. It was observed that after some weeks that he declared his interest to run for the office of president and called on the northerners to give him support.

Also, for the first time in history, the Leader of the All Progressive Congress Ahmed Mohamed Bola Tinubu went to Kano state to celebrate his 70th birthday. According to Sahara Reporters, Tinubu who has for long been rumored to have interest in contesting the 2023 Presidency under the platform of the APC on March 28, celebrated his birthday in Kano State. During the celebration he used the occasion to lobby northern leaders of his ambition to contest for the office of president of the federal republic of Nigeria come 2023. Also, Daily Trust Newspaper, on Sunday March 28, 2022 reported that Tinubu donated the sum of 50million Naira to the victims of fire outbreak in Katsina Central Market noting that in less than a week, Tinubu has visited Kaduna and Katsina States, which are among the states with the largest voting population in Nigeria.

Many Nigerians criticized Tinubu for the gesture, describing it as a proof that the APC Chieftain is desperate to win over northerners in his bid to become Nigeria's president as he was not known to have extended such gestures to victims of fire outbreaks in Lagos or other southern states. To prove the guess of the people right, Ahmed Tinubu contested the APC presidential primaries and won with the massive support from northern delegates. In the same vein, Mr. Peter Obi who withdrew from the presidential race of the People's Democratic Party assiduously lobbied the Labour Party to become her presidential flag bearer. Other political aspirants have also being networking and lobbying for different political positions in the on-going 2023 political race in Nigeria.

It is also interesting to note that ethnic groups are also wooing or lobbying politicians to contest for one office or the other so that they can be relevant in the political sphere in Nigeria. The Premium Times on May 9, 2022 reports that a coalition of northern groups has purchased the presidential expression of interest nomination form of the ruling APC for former President GoodluckEbele Jonathan, and there has been speculations that he will compete for the ticket of the ruling party (APC) despite not being a member of the party.

CONCLUSION

There is no gainsaying that lobbying has for long been erroneously conceived to mean bribery and manipulation of government to achieve selfish interests. But with the demand for democratic governance world over and the competition for limited resources the meaning has changed. Now, individuals, communities, companies, professionals in various fields and those in government have seen the need to lobby for amenities and favourable legislations. To crown it all, lobbying now plays an acceptable role in public relations practice. At any level, lobbying is practiced, it is imperative that competence in persuasive communication should be acquired. Lobbyist should identify the target audience (who to lobby) and the best methods to use and the communication modes. They must be true representatives of the people's wish who are at home with them.

Lobbying no doubt carries with it the elements of corruption, gratification and aggrandizement hence Asogwah (2003, 75) advises that lobbyist in Nigeria should be conversant with Section 8 of the Anti-corruption Law of the Independent Corrupt Practices Commission (ICPC) which states that any person who corruptly:

- (a) Asks for, receives or obtains as property benefit of any kind for himself or for

- any other person: or
- (b) Agrees or attempts to receive or obtain any property or benefit of any kind for himself or for any other person, on account of:-
- i. Anything already done or omitted to be done or for any favour or disfavour already shown any person by himself in the discharge of his official duties or in relation to any matter connected to the functions, affairs or business of a government department, or corporate body or other organization or institution which he is serving as an official: or
 - ii. Anything to be afterwards done or omitted to be done or favour or disfavour to be afterward shown to any person, by himself in the discharge of his official duties or in relation to any matter as aforesaid, is guilty of an offence of official corruption and is liable to imprisonment for seven (7) years.

Since lobby has advantages and disadvantages and if it is practiced in a wrong way we corroborate with the idea canvassed by Asogwa (2003) as we make the following submissions:

1. That lobbying should not be seen as a negative phenomenon. It is a wheel of progress in government and in organizations, hence the need to be embraced by all and sundry (states, local governments, communities and organizations).
2. That lobbyist who tends to be corrupt should be checked by the anti-corruption agencies. (The ICPC and EFCC in Nigeria).
3. That lobbying should be based on fairness, equity and objectivity.
4. That lobby is noble and the wind of democracy blowing across the globe has given it an impetus and should be practiced by organizations and communities that want to remain relevant in society.
5. The Nigerian Institute of Public Relations should seek the support of the National Assembly to amend the Act that established the Institute and incorporate lobbying in it and how it should be practiced in Nigeria.

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