



# Journalism and Corporate Communications. A Nigerian Case Study

*Felix Ale*

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## **Journalism and Corporate Communications. A Nigerian Case Study** Felix Ale

Research Paper from the year 2014 in the subject Communications - Journalism, Journalism Professions, grade: A, Atlantic International University, course: PhD JOURNALISM, language: English, abstract: The role of the media can not be underestimated in any society. Hence the press is regarded as the forth estate of the realm and watchdog of any society. The media contributes to the economy through development and education agenda of the citizens. Corporate communications just like the media also have a crucial role to play in the progress and development of any organization. The ability to use the media can influence a series of issues at the national and organizational level. Journalism plays a big role in informing the public about major organizational change. And countries that are considered to be democratic are characterized by the freedom of the press. This paper is a vivid account of Journalism and corporate communications with a focus on Nigeria, the largest economy in Africa.

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