

T.Y. Danjuma's Allegation of Complicity Against the Army in the Wake of Farmers/Herdsman Crisis: Implication on the Image of the Army and Nigeria.

¹Gbaden Jacob Chiakaan, PhD, ²Patrick Udende, PhD and ¹Jacob Iorhii Umaru

¹Department of Mass Communication, Taraba State University, Jalingo

²Department of Mass Communication, University of Ilorin, Kwara State

¹Department of Mass Communication, Taraba State University, Jalingo.

Abstract

At the maiden convocation ceremony of the Taraba State University, Jalingo, a former Chief of Army Staff, General Theophilus Yakubu Danjuma made a statement with an image-destructive implication on the Nigerian Army. The retired General accused the Army of complicity in the wake of farmers/herders crisis in Nigeria. He, as reported by the media, called on Nigerians to rise up in defence of themselves. This statement, no doubt, cast dust on the corporate image of the Army and Nigeria as a whole especially as it rhymes with earlier negative reports against the Army by the Amnesty International organization and international media. This paper, therefore, examines the perception of Nigerians about Danjuma's allegation of complicity against the Nigerian Army in the face of farmers/herders crisis and its implication on the corporate image of the Army and Nigeria as a whole. The paper which dwells on the excellence theory of public relations collected data through questionnaire from 386 respondents on the bases of simple random sampling. Data collected were analyzed quantitatively and qualitatively. Findings revealed that Nigerians were supportive of Danjuma's allegations of complicity against the Army in the farmers/herders crisis. The performance of the Army in the crisis was below expectation. Findings further revealed that Danjuma's statement has dealt a serious blow to the corporate image of the Nigerian Army and Nigeria as a whole. The paper, therefore, among other things, calls for excellent application of public relations by the Nigerian Army as a way of reducing its lost image.

Key Words: Allegation, Complicity, Nigeria Army, Image, and Farmers/Herders

Introduction

The exigency of image to any organization or agency be it private or public, can never be overemphasized. It was Abraham Maslow, an American psychologist, who, in the 20th century propounded the theory of hierarchy of human needs. Belch and Belch (2001), Dominick (1999) and many other persuasive communicators find the theory important as it enables them to embark on practices and actions that can appeal not only to the interests of human beings but also to those of organizations more successfully. Shading light on the theory, Chiakaan and Chile (2015, p.124) posits that:

The theory appreciates the fact that peoples' reactions to advertising messages are strongly motivated by the ability of such messages to provide them with any of their needs which are hierarchically inclined. Maslow, on this note, reiterates the position of economists that human wants are numerous and as such, are arranged on the basis of preference (scale of preference) so that attaining them is done according to their importance.

Efforts by human beings are made towards fulfilling the needs that appear to be primary before attempting to attain the ones at the climax. The needs, according to Maslow, include physiological, safety, social, esteem and self-actualization needs.

Fundamentally, this paper is concerned about the social needs. The social needs appear to be important apparatus that if taken into consideration, can guarantee the survival and success of organizations in any given society whether they are privately or publicly owned. This position is anchored on the belief that the social needs, according to Nwosu (2002) are the needs which, if achieved, can provide the basis for a harmonious relationship between organizations and their publics. Nwosu's submission is accepted because when you, as an organization or government is loved and respected, you can be equally accepted. Of course, where an organization is accepted, its ability to succeed in achieving its goals is guaranteed.

Basically, a dignified and loved organization has the advantage of being trusted and patronized. Its activities can never be questioned by its publics; the quality and genuines of its products can never be doubted by its publics or customers hence they can patronize them. Trust and patronage are, however, products of the perception or feelings people have about an organization. Providing further support to the foregoing discourse, Nwosu (2002, p.120) states:

It is the images or perceptions we have about an organization that will make us decide in the first place to come close enough to it or not so as to have a

taste of its products, services and other facts that are associated with the organization.

The implication of Nwosu's submission is that where people's perception of an organization is negative, where they hold a negative impression about an organization consequent upon its activities, they would never want to do anything with that organization. Positive thinking or perception, therefore, has the advantage of attracting positive discussions, positive behavior or attitude from the publics of an organization towards it. These are, therefore, fundamental ingredients for the success of an organization.

Of course, the ability of people to think positively about an organization and respect it depends on the operations or conducts of that organization. To a large extent, it is believed by many scholars, including Ajala (2001), Dokunmu (2004) and others that where members of the public view the activities of an organization as not being favorable to them; where they perceive the organization as existing and operating at their detriment, they cannot consider it as a corporate responsible citizen in their society. This is what informs Newsom, Turk and Kruckeberg (2010, p.103) to posit that "image does describe the perception of an organization or individual, and this perception is based largely on what the organization or individual does or says." Aware of the importance of image as a tool of relationships management, organizations try to embark on activities that can boost and promote their reputation in the society. Where their operations are viewed with disdain and equivocality by their publics; those they are out to serve, they can be neglected.

As relevant as positive image is to organizations, it can be noticed that the image of the Nigerian Army in recent period appears to have suffered negatively. This is as a result of the Army's activities in the face of many security challenges confronting Nigeria. The Army had suffered similar image-damaging accusations from both Nigerians and the international community in its previous efforts towards the unity and peace of Nigeria. Stories from the media, in this regard, concerning the operations of the Army in the previous crises were often times negative. For instance, the Amnesty International report, as presented on the BBC programme of 24 May, 2018 accused Nigerian soldiers of "raping women and girls who fled the insurgency by militant Islamist group, Boko-Haram." In another report, the Guardian Newspaper of Wednesday, 3 January, 2015, presenting a report from the Amnesty International, accused the Nigerian army of being "behind countless acts of torture and 8, 000 deaths" in its campaign against Boko-Haram. These and many other accusations against the Nigerian soldiers appeared to have cast dust

on the reputation of the Nigerian Army which is constitutionally saddled with the responsibility of protecting lives and property and which is the last hope of Nigerians as far as security and national unity are concerned.

As the Nigerian Army was battling to defend itself against allegation of atrocities in the Boko-Haram and other crises, what appears to be the most image-damaging allegation occurred in March, 2018. The allegation, as reported by This Day Newspaper edition of March 3, 2018, came from a retired Army General, Former Chief of Army Staff and Minister of Defence, TY Danjuma, who accused the Armed Forces of complicity in killings perpetrated by herdsmen in Nigeria. This allegation rhymed with the previous ones and appeared to have further dealt a serious blow on the image of the Nigerian Army. This paper, therefore, investigates the perception of Nigerians about the Nigerian Army in the face of accusations levelled against it in the farmers/herdsmen crisis.

Statement of the problem

The Nigerian army, in recent times has severely come under attack from Nigerians and the international community. The army has been accused by the Amnesty International, as reported by the British Broadcasting Corporation (BBC) on May 24, 2018, of raping women and girls who fled Boko-Haram. According to the report, “troops separated women from their husbands and raped them, sometimes in exchange for food, in refugee camps.” The report has gone further to reveal that “thousands of people are also starved to death in the camps in the North-East Nigeria since 2015.”

David Smith, reporting for the Guardian Newspaper of Wednesday, June 3, 2015, presented a report from the Amnesty International calling for the investigation of senior military officers in Nigeria “for war crimes including the murder, starvation, suffocation and torturing to death of 8000 people.” Acknowledging Alice Friend, the Pentagon’s Principal Director for African Affairs, in the Policio Magazine of June 2, 2014, according to Sarah Morgan, described the Nigerian Army as ‘a monster; a heartless, unsympathetic and ruthless animal.’ Alice, reportedly, further said ‘Nigerian security forces are known for raiding local communities, executing men in front of their families, arbitrarily arresting and beating people, burning residential property and stealing money while searching homes.’

Also, victims of military operations in the South-East during the re-agitation for the Biafran Republic, led by Nnamdi Kanu raised accusing fingers against soldiers for

invading their homes and that of Kanu, beating them, killing some people and making away with some of their belongings. While the Army was yet to finish the battle of defending and protecting its image in the face of these accusations, on March 3, 2018, what appeared to be more shocking and image damaging emanated from a retired military General, former Chief of Army Staff and Minister of Defence, Theophilus Yakubu Danjuma. The General, without fear of contradiction, accused the Army of complicity in killings across Nigeria. As reported by This Day Newspaper of March 25, 2018, Danjuma said "Our Armed Forces are not neutral; they collude with the armed bandits against Nigerians; the Armed Forces guide their movement..." These accusations against the Nigerian Army appeared to have gained support from within and outside Nigeria. Even though the Nigerian Army, aware of the implication of the allegations, set up an investigative panel which vindicated the Army, the statement had already gone far and appeared to have a devastating effect on the image of the army and Nigeria as a whole. This study, therefore, investigates the effect of TY Danjuma's accusation against the Nigerian Army during the farmers-herdsmen crisis on the image of the Army and Nigeria as a whole.

Objectives of the study

The broad objective of this study is to investigate the perception of Nigerians on the corporate image of the Nigerian Army and Nigeria as a result of allegation of complicity against the army by T.Y. Danjuma in the wake of farmers/herdsmen crisis. The study is also set to accomplish the following specific objectives:

- i. To determine the perception of Nigerians about the Nigerian Army before the farmers herdsmen crisis;
- ii. To find out if Nigerians were aware of T.Y. Danjuma's allegation of complicity against the Nigerian Army in the wake of farmers/herdsmen crisis in Nigeria.
- iii. To ascertain the perception of Nigerians about T.Y. Danjuma's allegation of complicity against the Army during the farmers/herdsmen crisis;
- iv. To determine the implication of the accusation of complicity against the Nigerian Army by T.Y. Danjuma on the corporate image of the Army and Nigeria.

Research questions

The study is guided by the following questions:

- i. What was the perception of Nigerians about the Nigerian Army before the farmers/herdsmen crisis?
- ii. Were Nigerians aware of Danjuma's accusation of complicity against the Army in the wake of farmers/herdsmen crisis in Nigeria?
- iii. What is the perception of Nigerians about the allegation of complicity by T.Y. Danjuma against the Army in the wake of farmers/herdsmen crisis?
- iv. What is the implication of the allegation of complicity on the corporate image of the Nigerian Army and Nigeria as a whole?

Literature review

The impression people have about an organization, private or public, is a major determinant of its success. Where the impression about an organization is positive, such an organization can be respected with its products or services consequently being patronized. This explains why Chiakaan and Chile (2015) say that public relations sells both the image of an organization and its products. Essentially, all public relations activities, according to Keghku (2005) are inclined to unveiling and projecting the corporate image of an organization. Image is, therefore, an indispensable tool for the attainment of organizational goals.

From a conceptual perspective, image is simply the impression or feelings which people have about something which can be an organization, an institution, a government or even an individual. The impression Nigerians have about the Nigerian army and other security agencies represents its image. Sharing a similar view, Ajayi (1997) in Ihome (2004, p.121) declares that image is "a powerful representation or impression in mind, which determines the behavior, attitude and decisions of those affected by the impression and these impressions form the basis for the perception of reality." Image, from the foregoing discourse, is a mental representation of an organization by its public. The image of an organization is a key determinant of the kind of behavior or action its publics exhibit towards it.

In terms of definition, Ihome (2004, p.123) agrees with the Longman Dictionary of Contemporary English Language that image is "someone's appearance, especially good or bad as seen by other people." Ihome further describes image as "the picture, reflection or appearance of someone or something and the impression, perception, feeling or opinion

this creates in people's mind." Image, we can further say, is the mental or pictorial representation of an organization or something.

The image of an organization is, therefore, determined by its appearance, in form of corporate identity, and its activities including the products it produces or the services it renders to the public in society. If the publics of an organization view the general conduct and activities of such an organization, interpret them and conclude that they are positive, they can form a positive impression about that organization. This is what is professionally referred to as corporate image. Corporate image, therefore, is a product of the collective activities or behavior of an organization. On a general note, Ajala (2001, p.91) defines corporate image as "the perceived sum of the entire organization, its objectives and plans." The totality of all the feelings or impressions which the publics of an organization have about it is its corporate image.

Corporate image is not the same with corporate identity. Corporate image based on what has been discussed so far, is what can be perceived, it is the perception or mental possession of an organization by its publics. Corporate image cannot be seen; it is not physical. On the other hand, corporate identity, according to Ajala (2001) is physically inclined; it is the visual identity that is expressed by graphics, symbols, logos, colors, slogan, packaging and branding, and other physical features associated with an organization. The Khaki uniform worn by the Nigerian Army, makes it unique and easily identifiable by the general public. Dokunmu (2004, p.123) posits that "corporate identity creates wow for easy identification and patronage; it can partly influence the corporate image of an organization."

Apart from the corporate identity of an organization, there are other factors which determine the corporate image of an organization. Dokunmu (2004) enumerates them as:

- i. The circumstances preceding or surrounding the establishment of an organization or institution.
- ii. The quality or environment where an organization or institution is established.
- iii. The quality of a product, to wit; the ingredients or materials used in preparing the product; the environment in which it is produced, the packaging and the distribution mechanism.
- iv. The personality of a person as it relates to the whole nature or character of such person to wit; his family background, his nation, his educational background, his skills,

occupation, traits and dispositions, his statements and actions, his beliefs, prejudices and principles and his attributes and mannerisms generally.

- v. The level of credibility or integrity of those associated with a thing or someone.

From the foregoing discourse, it can be perceived that the corporate image of an organization, like the Nigerian Army involves many things. Some of them are the history of its establishment, its uniform and other materials associated with it; the quality of services rendered by the Army, the general conduct of the soldiers towards the personnel of other security units and civilians, the perceived credibility or integrity of the Army by Nigerians.

An organization with a positive corporate image can equally have positive reputation. This can go a long way in guaranteeing its success. It is in appreciation of this position that Seital (1987) in Ajala (2004, p.80) reveals that “corporate image is a fragile commodity that is very essential for the continued long-term success.” Associating image with reputation, Sule (2012, p.133) outlines three fundamental procedures to be adopted by management of organizations in managing their reputation. They include personal behavior, personal conduct and communications strategy.

Theoretical framework

This study is anchored on the excellence theory. The excellence theory is a general theory of public relations which spells out how public relations can be organized and managed in order to enable organizations achieve their goals. Organizations that adopt the excellence theory can enjoy favorable conditions in their environments of operations. The excellence theory upholds the fact that public relations is a management function. Organizations that recognize and appreciate the managerial value of public relations can be in a better position to organize and manage the function well for their overall goal attainment.

Historically, the excellence theory came into existence in 1985 consequent upon a study to find out how public relations could best be practiced. This study, sponsored by Foundation of the International Association of Business Communications (ABC) was headed by James E. Gruing. The theory was constructed upon a number of middle-range theories such as theories of public relations and strategic management, employee communication, models of public relations, evaluation of public relations, public relations roles, gender diversity, power, activism, ethics and social responsibility as well as global public relations. The theory was tested with surveys and interviews of public relations

professionals CEOs and employees of organizations in the United States, the United Kingdom, and Canada.

Fundamentally, the excellence theory provides a theoretical and empirical bench mark for public relations department or units. According to Atero (2013,p.68) the theory explains that the value of public relations to organizations lies in how they organize and manage it. According to him, the good relationships organizations have with their publics are of great value to them and their publics. This is because they reduce cost of negative publicity caused by poor relationship, reduce the risk of making wrong decisions that affect different stakeholders, increase revenue by providing products and services needed by stakeholders.

In order to maximize the value of public relations, therefore, the theory maintains that organizations must identify strategic publics and build long term relationships with them. In this regard, the theory identifies the following as characteristics of effective public relations.

- i. Empowerment of Public Relations Function: Effective organizations must empower public relations as a critical management function.
- ii. Communicator Roles: let public relations executives play managerial roles as well as administrative role.
- iii. Organization of Communication Function: Public relations should be an integrated communication function and separate from instead of being sublimated to marketing or other management functions.
- iv. Public Relations Models: Effective organization should base its internal and external communication and relationship building on two-way symmetrical model.

Based on these assumptions of the excellence theory, it is no doubt, relevant to this study. The theory appears to swallow all other theories of public relations advocating that organizations leave no stone unturned in the course of carrying out their activities for the overall wellbeing of their publics and society as a whole. Adopting this theory will compel the Nigerian Army to be more holistic in its activities for the betterment of Nigerians and Nigeria.

Methodology of the study

The study adopted survey design with the population of 188,7636 covering three senatorial areas of Benue, Nasarawa and Taraba States. The population of each local

government area in the zones was derived from the 2006 census as contained in the Federal Republic of Nigeria Official Gazette of 2009. The zones, like the states, were purposively selected due to the fact that they appeared to have been worse hit by the crisis. The experiences of respondents in these zones in respect of the crisis were, therefore, considered to be a true representation of others in other areas and states.

From the population, the study sampled 400 respondents using Taro Yemeni's scientific formula. This was done to enhance data collection with results obtained more realistic, valid and relied upon. Data was collected proportionally from the sampled zones. In this regard questionnaire were administered on 180, 100 and 120 respondents, on the basis of simple random technique, from zone A of Benue and the Southern Senatorial Areas of Nasarawa and Taraba States respectively.

Out of the 400 administered questionnaire, only 386 (97%) retrieved, the remaining 14 (3%) were not returned. Data presentation, analysis and discussion were, therefore, based on the retrieved 386 copies of the questionnaire.

Data Presentation and Analysis

Data collected were presented and analysed as can be seen below:

Table 1: Impression of Nigerians about Nigerian Army before the farmers/herdsmen crisis.

Variables	Frequency	Percentage (%)
I used to have a positive impression about it	96	25%
I used to trust or have confidence in it	76	20%
I used to think negatively about soldiers	06	02%
I used to hold the Nigerian soldiers in high esteem	208	53%
I used to equate the Nigerian soldiers with militia	0	0%
Total	386	100%

Source: Field Survey, 2018

Table 1 seeks to find out the impression or feelings of respondents about the Nigerian Army before the farmers/herdsmen crisis. Data here shows that 96(25%) respondents said they used to have a positive impression about the Army before the crisis, 76(20%) said they used to trust or have confidence in the Army, 06(02%) revealed that they used to think negatively about the Army, while according to 208(54%) sampled respondents, before the crisis, they used to hold the Nigerian soldiers in high esteem. No respondent

used to equate the Nigerian soldiers with ethnic militia. This implies that the Nigerian Army was not only being positively thought of but it was being held in high esteem by Nigerians before the farmers/ herdsmen crisis.

Table 2: Awareness of TY Danjuman's allegation against the Nigerian Army.

Variables	Frequency	Percentage (%)
Yes	386	100
No	00	00
Total	386	100%

Source: Field Survey, 2018

Table 2 intends to determine whether respondents heard about TY Danjuman's allegation against the Nigerian Army that it was siding the Fulani herdsmen against farmers during the crisis. All the 386 respondents (100%) had agreed to have heard about the indicting statement from TY Danjuman against the Nigerian Army. This implies that their opinion, in this regard, would be authentic.

Table 3: Opinion of respondents about TY Danjuma's accusation of complicity against the Nigerian Army.

Variables	Frequency	Percentage (%)
I feel nothing	03	01%
He was right	304	79%
He was wrong	52	13%
He just hate the Army	16	04%
He was not fair to the Army	11	03%
Total	386	100%

Source: Field Survey, 2018

Data in the Table 3 above is aimed at determining respondents' views about TY Danjuma's allegation of complicity by the Nigerian Army during the farmers/herdsmen crisis. Accordingly, 03(01%) said they feel nothing, 304(79%) said TY Danjuma was right, 52(13%) agreed that he was wrong, 16(04%) felt TY Danjuman had hatred against the Army while 11(03%) simply said he was not fair to the Army. The implication of data collected here is that people were happy with Danjuma's statement, accusing the Nigerian Army of being unprofessional by taking side with herdsmen in the crisis.

Table 4: Effect of the TY Danjuma's allegation of bias by Nigerian Army on the Army and Nigeria as a whole.

Variables	Frequency	Percentage (%)
It does not affect the Army and Nigeria in any way	06	02%
It affects the image of the Nigerian Army and Nigeria negatively	75	19%
It makes the Army not to be respected by Nigerians	04	01%
It shows that one day, people will take up arms to defend themselves	65	17%
It shows that Nigeria does not have an Army that is nationally inclined	101	26%
It agrees with negative reports from the Amnesty International about the Nigerian Army	73	19%
It destroys the image of Nigeria as a country internationally	62	16%
Total	386	100%

Sources:Field survey, 2018

Data in Table 4 showed that 06(02%) sampled respondents said the allegation of bias against the Nigerian Army by TY Danjuma does not affect the Army and Nigeria in any way, 75(19%) felt the allegation affects both the image of the Army and Nigeria as a country negatively, 04(01%) respondents said the statement makes the Army not to be respected by Nigerians. To 65 (17%) sampled respondents, the allegation shows that one day, Nigerians will take up arms to defend themselves. According to 101(26%) respondents, however, the allegation shows that Nigeria as a country does not have a nationally inclined Army while 73(19%) believed that the allegation rhythms with previous negative reports from the Amnesty International about the Nigerian Army. It is still the belief of 62 (16%) respondents that Danjuma's accusation of the Army has destroyed the image of Nigeria internationally. Analytically, it can be said that all is not well with the image of the Nigerian Army and Nigeria as a whole in the face of TY Danjuman's accusation of bias or complicity against the Army during the farmers/herdsmen crisis.

Discussion of findings

The corporate identity of the Nigerian Army made it to be easily identified by Nigerians during the farmers/herdsmen crisis in Nigeria. The kind of uniforms Nigerian soldiers wore, the kind of vehicles they used, the kind of guns they carried; their appearance generally made the Army unique from other security forces. This made them to be easily identified. According to Ajala (2004) the corporate identity of an organization is inclined to these physical attributes such as color, symbols, logos, slogans, and so on associated with it which make it stand out among others for easy identification.

Nigerians seem not to be in the total dark about the duty of the Army in their society. Their belief is that the Army represents the interest of every Nigerian regardless of his tribe, religion, status, and so on. They appear to be aware of how the Nigerian soldiers are expected to conduct themselves in crises and non-crisis situations leading to peace and national integration. This has made the Army to be held by Nigerians in a very high esteem as shown in Table 1 by 208(53%) respondents. Nigerians, before the farmers/herdsmen crisis also used to have a positive impression (25%) and have confidence in the Nigerian Army (20%). This implies that the corporate image of the Nigerian Army was positive.

In the face of the farmer/herdsmen crisis, however, the attitude of the Nigerian Army towards managing it had made many to question the neutrality the Army was known for. This question was raised more publicly by a former Chief of Army Staff and Minister of Defence, Theophilus Yakubu Danjuma, who, at the Maiden Convocation ceremony, held at the Taraba State University, Jalingo, on March 24, 2018 according to media reports, accused the Armed Forces of complicity in killings across Nigeria. The retired Army General, according to the Vanguard Newspaper editions of March 25, 2018, “alleged that some troops on internal operation in Taraba, colluded with killers and herdsmen who attacked communities in the state.” Accordingly, the paper quoted the retired General as urging Nigerians thus: “you must rise to protect yourselves from these people; if you depend on the Armed Forces to defend you, you will all die.”

Even though the Nigerian Army, under the leadership of Chief of Army Staff, Lt. Gen. Tukur Buratai, set up an investigative panel whose report vindicated the Nigerian Army by declaring the allegation as untrue, many Nigerians, as revealed by Tables 2 and 3 who heard Danjuma’s accusations of the Army, had agreed with him. They, 79% believed that TY Danjuma said the right thing, with only 13% and 04% saying the retired General was wrong and only hate the Nigerian Army. Danjuma, in this regard, appeared to have spoken the minds of Nigerians who were not satisfied with the services of the Nigerian Army; an Army they had known to have gallantly contributed in keeping the unity of Nigeria when

it was threatened in 1967, an Army they had known, was fighting fearlessly and successfully against Boko-Haram in the North-East, an Army they had known in the past, contributed in keeping peace in West Africa and Africa as a whole. The implications of Nigerians support for Danjuma's allegation against the Nigerian Army is that the Army is lacking in the area of effective public relations application. By setting up a panel whose report has not been publicly displayed for scrutiny and judgment by the masses, it appears the Army was aware of the negative implication the allegation has on it and Nigeria as a whole. Above all, it shows that excellent application of public relations as preached by the excellent theory is somehow neglected by the Army which is not a good development.

While it is unfair to totally condemn and paint the Nigerian Army black due to its numerous achievements in Nigeria, the allegation against the attitude of some soldiers during the famers/herdsmen crisis implies that Nigeria does not have an Army that is committed to the unity of the nation as shown by 26% respondents in Table 4. The allegation has also affected both the corporate image of the Army and Nigeria negatively (19%). It has reduced the respect Nigerians used to have on the Nigerian Army. Again, Danjuma's allegation against the Army, in this regard, is not far from those of the Amnesty International in the face of Boko-Haram crisis in the North-East Nigeria. The Nigerian forces had been accused of being famous for raiding local communities and embarking on extra-judicial killings, harassing civilians, stealing money while searching homes and committing many other atrocities.

The allegations, true or false, mean that something is wrong with the Nigerian Army which is the last hope of every Nigerian as far as the security and unity of Nigeria are concerned. Something, therefore, has to be seriously done to safeguard the future of Nigeria.

Conclusion and recommendations

It is obvious that Nigerians were not happy with the performance of the Army in the face of the famers/herdsmen crisis. They felt the Army was not neutral in its operations aimed at managing the crisis that threatened the existence of Nigeria as a country. Of course, if the Nigerian Army could succeed in keeping Nigeria one during the 1967 civil war, if it could succeed in subduing Boko-Haram in the North-East, if it could succeed in returning peace and democracy in Liberia and other African countries, Nigerians were right to question why is should take a long time to stop the spate of killings in the country in the name of famers/herdsmen crisis. This situation has brought the integrity of the Army and

future of Nigeria under doubt. In order to restore hope of Nigerians in the Army and the future of Nigeria, the followings are hereby recommended by the study:

- i. The Nigerian Army should be aware of its constitutional duties to Nigerians and Nigeria as a whole. This responsibility demands that its activities are capable of ensuring the safety, unity and peace and above all, the survival of Nigeria.
- ii. The Army should always be conscious of excellent application of public relations. This has the advantage of always educating its members on conducts that can project the image of the Army and Nigeria positively.
- iii. The behavior of the Army towards civilians, especially, during crisis and non-crisis periods should be civilly inclined. This can make Nigerians to hold the Army in high esteem and also see them as symbol of peace and national unity.
- iv. In the face of serious image damaging allegations against an important public agency like the Army in the future, an independent investigative panel should be set up by government to find out whether such allegations are true or false. The report by the Army's panel condemning Danjuma's allegation against the Army, can be hardly believed as it is said that a judge cannot be a judge in his own case.

References

- Ajala, V. O. (2001). *Public relations: In search of excellence*, 2nd edition. Ibadan: May Best Publishers.
- Ajala, V.O. (2004). *Public relations: In search of professional excellence*, 3rd edition. London: May Best Publications.
- Atero, H.L. (2013). Public relations practice in the basic education sector: A case analysis of the Benue State Universal Basic Education Board. Unpublished master's dissertation submitted to the Department of Mass Communication, Benue State University, Makurdi, Nigeria.
- Belch, G. E. and Belch, M. A. (2001). *Advertising and promotion: An integrated marketing communication approach*. New York: McGraw Hill Companies.
- Boko-Haram Crisis: Amnesty accuse Nigerian troops of rape. Retrieved July, 12, 2018 from www.bbc.com/news/world.africa
- Chaikaan, G. J. and Chile, C. T. (2015). *Modern public relations: Theory and practice*. Ibadan: Vast Publishers.
- Chiakaan, G. J. and Kente, J. (2015). "Applying international public relations in curbing crises in the African society: Focus on Boko-Haram crisis in Nigeria" in *World Educators Forum*. Vol7. WOI, pp.226.
- Danjuma accuse Armed Forces of complicity in killings across Nigeria. Retrieved on July, 14 2018 from www.thisdaylive.com/index
- Danjuman's allegation baseless-Army. Retrieved from <https://www.vanguardng.com> on July, 2018.
- Dokunmu, F. (2004). "The image question in reputation management: An overview and case references." In Dokummi, F and Odetoyinbo, A. (eds) *Public Relations for Good Governance and Reputation Management*. Ogun: Nigerian Institution of Public Relations.
- Dominick, J. (1999). *The dynamics of mass communication*. New York: McGraw-Hill Companies.
- Iheme, A. (2004). "Understanding image and reputation public relations concepts." In Dokunmi, F. and Odetoyinbo, A. (eds) *Public Relations for Good Governance and Reputation Management*. Ogun: Nigerian Institution of Public Relations.
- Keghku, T. (2005). *Public relations and the Nigerian economy*. Makurdi Aboki Publishers.

Margon, S. (2014). "How do you beat Boko-Haram with an Army that is almost evil?" *The Polocio Magazine*, June 4, (16)33.

Margon, S. (2014). "Jonathan and the burden of Boko-Haram." *The Polocio Magazine*, June 2, (16)12.

Newsom, D., Turk, J.V. and Kruckerberg, D. (2010). *This is PR: The realities of public relations*. Boston: Wadsworth Cengage Learning.

Nigerians Army behind countless acts of torture and 8,000 deaths, Amnesty days.

Retrieved on July, 14, 2018 from www.theguardian.com/world/2015

Nwosu, I. (2002). "Public relations management in Nigeria's new democracy" in *Readings in Public Relations*. Lagos: Media Gate Ltd.

Sule, S.Y. (2012). "Public relations and the challenges of reputation management" in *the practice of public relations in Africa: A compilation of papers presented at the 2011 APRA Mombasa conference*. Kano: Naddem Media Consults Ltd.