



Issue-Based Campaign Messages as a Public Relations Tool Among Selected Political Parties During the 2023 Presidential Election in Nigeria

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Abstract: Political parties and politicians are driven to gain acceptance from the electorates and so they use different means such as political campaigns. Although, preparations for the conduct of Nigeria's 2023 presidential election have brought a rise in the use of Issue-based campaign messages, however, many of the running candidates still make use of bashing and even personality attacks on their opponents. It is this tendency of the political parties to highlight certain issues or non-issues that molds the perception and opinions that are formed by the electorates. The objective of this research is to examine the use of issues-based campaign messages as a political public relations tool among selected political parties during the 2023 Presidential Election in Nigeria. Building on the theories the political communication and rhetoric theory. Using survey as a research method. This resulted in a sample size of 438 population resident of Kosofe local Government. It was found that the selected political parties focused more on restructuring of the Nigerian economy, followed by the state of security in the country. Also, analysis showed that the selected political parties were not just focused on the developmental issues but also on non-developmental issues in their campaigns, with Hate speech being the most reoccurring non-issue-based campaign message by all three selected parties.

Keywords: Issue-based campaign messages, non-issue-based campaign messages, Political parties, Campaign messages.

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