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A Comparative Study of the Ethical Codes of Public Relations in Nigeria and the United Kingdom (UK)

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Abstract
This study compared the codes of ethics of the Nigerian Institute of Public Relations (NIPR) and the Chartered Institute of Public Relations (CIPR) in the United Kingdom (UK). In doing so, the study examined the similarities, differences, and potential areas for improvement in ethical practices within the public relations profession in Nigeria and the UK. A document analysis research method was employed to identify critical provisions, principles, and guidelines governing ethical practices in public relations as outlined by the NIPR and CIPR. The theoretical frameworks employed in the study included the Deontological, Utilitarian, Virtue, and Care theories of ethics. The document analysis of the respective ethical codes revealed a very high degree of similarity between the NIPR and CIPR codes. Both organisations emphasised the importance of professionalism, honesty, integrity, competence, confidentiality, and social responsibility. While the two codes of ethics are largely similar, one major difference is that the NIPR lacks a section on social media. This omission could lead to significant challenges in addressing the ethical issues of the digital age. By addressing this gap, the NIPR would provide its members with essential guidance to navigate complex ethical dilemmas and maintain the Institute's reputation. Additionally, different cultural contexts and legal compliance frameworks influence the two codes of ethics in the business environments in which they operate. Nigeria's and the UK's cultural and legal frameworks significantly shape the development, interpretation, and application of their codes of ethics in public relations practices.

Keywords: Codes of Ethics, Comparative Analysis, Public Relations, CIPR NIPR, Professional Development

Introduction

Public relations, commonly referred to as PR, plays a crucial role in shaping and maintaining organisational reputation and fostering mutual relationships with stakeholders (Grunig & Grunig, 2017). Professional bodies such as the NIPR have established codes of ethics to uphold the integrity and professionalism of the field. These codes serve as guidelines for public relations practitioners, promoting ethical practices and responsible behaviour (Banks,

2016; Nyitse et al., 2023). Public relations has a rich historical development, and the codes of ethics established by the NIPR and the CIPR have evolved over time. This development dates back to the early 19th century, starting with Edward Bernays' era of 'Let the public be damned,' progressing through Ivy Lee's 1906 principle of 'the public be informed,' and John W. Hill's mid-20th-century advocacy for ethical counsel and the role of public relations as a 'corporate conscience' (Olatunji, 2020). The Public Relations Society of America (PRSA) introduced its first Code of Professional Standards in the United States in 1954. In 1965, the International Public Relations Association (IPRA) adopted the Code of Athens, a landmark international ethical framework aligned with the United Nations' 1948 Universal Declaration of Human Rights (Olatunji, 2020; Watson, 2021).

Examining the historical development of CIPR and NIPR codes provides valuable insights into the field and the efforts made to address ethical challenges and improve ethical practices. The NIPR, founded in 1963, has a longstanding commitment to promoting professionalism and ethical conduct within Nigeria's PR industry (Okorie, 2020). On 30 January 1981, the NIPR adopted a 12-point code, embedding it in Section 3, Sub-section V of the NIPR Constitution (Keghku, 2020). This development predated the promulgation of the NIPR Practitioners Decree No. 16 of 1990, now an Act of the National Assembly. The Decree empowers the Council of the Institute to establish standards of knowledge and skills to ensure the highest levels of practice among practitioners (NIPR PSG, 2004). In line with the Decree's provisions, the NIPR Council introduced the Code of Professional Conduct Bye-laws No. 1 of 1992 (Nyitse et al., 2023). Over the years, the NIPR has focused on aligning its code with international best practices while ensuring its relevance to the Nigerian context.

Similarly, the British Institute of Public Relations (BIPR), later renamed the Chartered Institute of Public Relations (CIPR), was established in 1948. Although formal ethical codes were sparse during the 1950s and 1960s, the BIPR introduced a Code of Practice in the early 1970s, focusing on professional etiquette, conflicts of interest, and confidentiality. In 1985, an updated version covered ethics such as honesty and independence. The CIPR, formed in 1998, adopted a new Code of Ethics emphasising professionalism, integrity, and ethical conduct. Subsequent revisions in 2005 introduced comprehensive guidelines encompassing transparency, accountability, and public trust.

Throughout the history of public relations, ethical challenges have emerged in practice. These include issues such as transparency in communication, conflicts of interest, misleading information, and breaches of confidentiality. Addressing these challenges is essential to maintaining the profession's credibility and trustworthiness (Jones, 2015). To tackle these issues, the NIPR and CIPR have taken proactive measures. Both bodies engage in continuous dialogue, consultation, and collaboration with practitioners, academics, and industry experts. These efforts demonstrate the profession's commitment to ethical practices and have led to regular reviews and updates of their codes, reflecting the evolving ethical landscape of public relations (Grunig & Grunig, 2017).

The NIPR and CIPR also provide guidance and support to practitioners in navigating ethical dilemmas. They have developed training programmes, workshops, and resources to enhance practitioners' understanding of ethical principles and promote responsible decision-making (Banks, 2016). Through these proactive approaches, the NIPR and CIPR have made significant strides in improving ethical practices within the PR profession. The continuous evolution of their codes of ethics underscores their commitment to safeguarding high ethical standards, promoting professionalism, and instilling public confidence in the profession.

However, the profession's historical roots in press agentry and propaganda have long posed challenges in building public trust and upholding ethical standards. In Nigeria, for instance, the public often struggles to trust spokespersons, having lost confidence in their credibility (Akubuike, 2024). It is crucial for practitioners to communicate the truth. When PR professionals engage in or accept any form of gratification or take biased stances, they jeopardise campaigns, particularly when truth is compromised. Despite efforts to establish professional standards, some practitioners still fail to adhere to principles of integrity and professionalism, raising significant ethical concerns. Ajihson (2017) observed that the lack of specialisation in PR exacerbates these challenges. Many practitioners do not view PR as a specialised field, with non-PR experts often occupying PR positions in both government and private organisations.

This situation necessitates a critical examination of the NIPR's and CIPR's codes of ethics to assess their effectiveness in addressing the ethical challenges faced by public relations practitioners. Through a comparative analysis, this paper aims to identify areas for improvement and contribute to advancing ethical practices in Nigeria's PR industry. The study addresses the overarching question: What similarities and differences exist between the NIPR and CIPR codes of ethics, and how do these codes align with the ethical challenges and business environments faced by PR practitioners in Nigeria?

Comparing the codes of ethics of the NIPR and CIPR is significant for several reasons. Firstly, it provides a comprehensive understanding of the ethical frameworks guiding PR practitioners in different business environments. By examining the similarities and differences between these codes, valuable insights can be gained into the evolution of ethical practices and the challenges faced by professionals in Nigeria and the UK. Secondly, this comparison facilitates knowledge exchange and learning between the NIPR and CIPR. While each body operates within a distinct business context, exploring best practices and identifying areas for improvement fosters collaboration. By recognising shared principles and approaches, both organisations can benefit from each other's experiences, ultimately enhancing ethical standards within their respective industries. Lastly, the comparison has broader implications for Nigeria's PR industry. As Nigeria experiences economic growth and greater global integration, aligning ethical practices with international standards becomes imperative (Okorie, 2020). Understanding the similarities and differences between NIPR and CIPR codes enables the Nigerian PR industry to identify areas for improvement and strengthen its reputation as a trusted profession both domestically and globally.

Objectives of the Study

The objectives of the study are to:

i. compare the codes of ethics of the NIPR and CIPR.
ii. identify the similarities and differences between the NIPR and CIPR codes in terms of their principles, provisions, and guidelines.
iii. examine the implications of these two codes of ethics for PR practices in Nigeria.

Methodology

This study employs a qualitative research methodology, specifically using document analysis and literature review techniques. The primary sources of data are secondary sources rather than original data collected by the researcher. These sources include the established codes of ethics of the Nigerian Institute of Public Relations (NIPR) and the Chartered Institute of Public Relations (CIPR), UK. These documents form the foundation for a detailed analysis that extracts and examines key provisions, principles, and guidelines dictating ethical

practices within the public relations domain. To further enrich the analysis, the study incorporates a comprehensive literature review, encompassing secondary literature such as academic articles, case studies, and comparative studies on ethics in public relations. This review aims to gather a broad range of insights and scholarly perspectives, providing robust context for document analysis and ensuring a well-rounded understanding of the ethical frameworks guiding public relations professionals.

Literature Review

Scholars and practitioners have extensively studied codes of ethics in public relations worldwide, contributing to an understanding of ethical principles and practices in the profession. Research by Banks (2016) in the United Kingdom explores the role of ethics in public relations and provides a comprehensive guide to best practices. L'Etang (2017) examines the complexities of public relations ethics, challenging the notion of a contradiction between ethics and public relations. Grunig and Grunig (2017) have conducted extensive research on public relations and communication management, offering insights into current trends and emerging issues. Their work highlights the significance of ethical decision-making and the strategic role of public relations within organisations.

Case studies have also provided valuable insights into the practical application of codes of ethics in public relations. For instance, Smith (2018) conducted a comparative study on codes of ethics and professional practice in public relations, examining the experiences of professional bodies in different countries. This research sheds light on practical approaches employed by various organisations to address ethical challenges and improve ethical practices. Academic research on public relations ethics in different contexts offers relevant lessons for the Nigerian public relations industry. For example, Green (2021) discusses risk management in public relations, highlighting how ethical considerations mitigate risks and maintain organisational reputation. White (2019) explores effective public relations strategies, emphasising the importance of ethical conduct in achieving successful outcomes.

Kim and Ki (2014) conducted a comprehensive study exploring ethics codes in professional public relations associations across 107 countries. The researchers distinguished between universal and culture-specific ethical values. They identified honesty, safeguarding client confidence, and prohibiting conflicts of interest among competing clients as core universal values in the profession. However, other values, such as the free flow of information, handling of fees, and the giving of gifts, were found to be relativistic, depending on specific national contexts. The study underscores the importance of adopting universal principles to uphold professionalism and integrity globally while addressing specific ethical challenges, such as conflicts of interest, as universal priorities.

African and Nigerian literature offers unique perspectives on public relations ethics, providing valuable insights into ethical practices in the region. Okorie (2020) highlights the role of public relations in Nigeria's economic growth and development, stressing the importance of ethical practices in fostering positive relationships with stakeholders. Nwosu (2019) discusses ethical challenges in the African context, urging practitioners to uphold ethical standards to maintain trust and credibility. Oko, Ndu, and Nnolim (2014) examine the role of standards and ethics as essential requirements for professionalism in public relations, evaluating the NIPR's disciplinary procedures. The study recommends strategies such as unified fee determination, accreditation processes, and enhanced dispute management to achieve professionalism.

Udomisor and Osademe (2013) assess the regulation of public relations in Nigeria by the NIPR, addressing challenges posed by unqualified individuals practising in the field. They highlight the need for effective regulation to maintain professional standards and increase awareness among practitioners about the NIPR's roles and activities. Olatunji (2014) investigates the perception of public relations professionals and the general public regarding the profession in Nigeria, finding a disparity in understanding the role and purpose of public relations. Nyitse and Agbele (2023) examined the impact of digitalisation on PR ethics in Nigeria, identifying unethical practices such as insincerity and poor gatekeeping. Meanwhile, Oyeleke et al. (2018) revealed a lack of awareness about the NIPR's roles in Ebonyi State, underscoring the prevalence of quack practitioners. The summary of the reviewed literature indicates that while there is significant research on public relations ethics globally, there is a knowledge gap regarding comparative studies of ethical frameworks in Nigeria and the UK.

Comparative Analysis of NIPR and CIPR Codes

The Nigerian Institute of Public Relations has established a detailed code of ethics to guide PR practice in Nigeria. The NIPR code emphasises the importance of professionalism, integrity, and accountability in the conduct of public relations practitioners (NIPR, 2019). It outlines ethical principles and provides guidelines for maintaining confidentiality, avoiding conflicts of interest, and ensuring transparency in communication practices. The NIPR code also emphasises the responsibility of practitioners to promote the public interest and adhere to legal and regulatory requirements. Similarly, the Chartered Institute of Public Relations in the United Kingdom has established a detailed code of ethics, conduct, and standards that serves as a benchmark for professional practice in public relations (CIPR, 2020). The CIPR code focuses on ethical behaviour, integrity, and professionalism, stressing the importance of honesty, accuracy, and transparency in communication. It provides guidance on confidentiality, conflicts of interest, and the responsibility to respect diversity and promote inclusivity in communication practices. The CIPR code also emphasises the need for continuous professional development and adherence to legal and regulatory frameworks.

Examination of key provisions, principles, and guidelines

The NIPR and CIPR codes encompass key provisions, principles, and guidelines that shape ethical practices in public relations. These include:

i. Professionalism: Both codes stressed the relevance of maintaining high professional standards and adhering to ethical conduct in public relations practice.
ii. Integrity: The codes emphasise the need for practitioners to demonstrate honesty, credibility, and trustworthiness in their communication and relationships with stakeholders.
iii. Accountability: Practitioners are expected to be accountable for their actions, ensure transparency, and take responsibility for the consequences of their communication practices.
iv. Confidentiality: Both codes highlight the significance of maintaining client confidentiality and respecting the privacy of individuals involved in communication activities.

i. Avoidance of conflicts of interest: The codes provide guidelines on identifying and managing conflicts of interest, ensuring that practitioners act in the best interests of their clients and organisations while maintaining ethical integrity.

Table 1: Similarities and Differences of NIPR and CIPR Codes of Ethics

SN	*Principles*	*NIPR Code*	*CIPR Code*
1.	Honesty and integrity	Yes	Yes
2.	Professionalism and competence	Yes	Yes
3.	Respect for others	Yes	Yes
4.	Confidentiality	Yes	Yes
5.	Social responsibility	Yes	Yes
6	Legal and regulatory framework	Yes	Yes
7.	Social media	No	Yes

Similarities between NIPR and CIPR codes

Despite operating in different business environments, the NIPR and CIPR codes share several similarities. Both codes emphasise the importance of professionalism, integrity, and accountability in public relations practice. They also address confidentiality, conflicts of interest, and the need to adhere to legal and regulatory frameworks. These shared principles reflect a commitment to ethical conduct and promoting best practices within the profession.

Differences between NIPR and CIPR codes

While the codes of ethics of the NIPR and CIPR share several similarities, they also differ in certain key areas. A notable difference is the inclusion of social media guidelines in the CIPR code, which comprehensively addresses ethical practices in digital communication, an area that is currently absent in the NIPR code. Additionally, the CIPR code places significant emphasis on continuous professional development, offering structured opportunities for practitioners to enhance their skills and knowledge. In contrast, the NIPR code provides less detailed guidance on professional development. Furthermore, the CIPR code covers broader provisions, including whistleblowing and transparency in managing conflicts of interest, reflecting its alignment with international best practices. Conversely, the NIPR code is more focused on traditional PR practices within Nigeria's socio-cultural and legal context. These differences underscore the scope and adaptability of the CIPR code in addressing evolving industry challenges, particularly in the digital age.

Lessons that can be drawn by the Nigerian PR industry

The CIPR Code of Ethics is broader than the NIPR Codes, covering a more comprehensive range of ethical issues and providing more detailed guidance on confidentiality, conflicts of interest, and professional competence. The Nigerian PR industry could benefit from a more detailed code of ethics that covers a broader range of ethical issues and provides more detailed guidance on best practices. Both codes strongly emphasise transparency and honesty in all communications and stress the importance of avoiding misleading or false information. Nigerian public relations professionals should prioritise honesty and transparency in all communications and avoid using misleading or false information. Both codes emphasise the importance of considering the impact of communication activities on all stakeholders, including clients, the public, and other professionals. Nigerian PR professionals should prioritise stakeholder engagement and consider the potential impact of their activities on all relevant stakeholders.

The CIPR Code of Ethics strongly emphasises professional development, encouraging PR professionals to maintain and improve their skills and knowledge throughout their careers. The NIPR Codes provide less guidance on professional development. The Nigerian public

relations industry can benefit from a stronger focus on professional development and ongoing learning opportunities for public relations professionals. Both codes guide handling ethical violations, but the CIPR Code of Ethics provides more detailed guidance on reporting and investigating violations. According to the Second Schedule, Section 13(5) of the NIPR ACT, the Attorney-General of the Federation is entrusted with the crucial roles of the Disciplinary Tribunal and Investigating Panel by making rules related to the selection of members, procedures, rules of evidence, and the appointment and functions of assessors to advise on legal questions arising in proceedings before the tribunal. The Nigerian public relations industry can benefit from more robust systems for reporting and investigating ethical violations and more detailed guidance on handling such violations. The CIPR and NIPR codes of ethics provide valuable guidance for public relations professionals, emphasising the importance of ethical behaviour and best practices in the field. The Nigerian public relations industry can draw lessons from the CIPR codes, particularly in scope, stakeholder engagement, and professional development, to strengthen ethical practices and promote the highest standards of professionalism in the field.

Implications for Public Relations Practitioners

Ethical practices are of paramount importance in the field of public relations. Upholding high ethical standards enhances the credibility and reputation of public relations practitioners and their organisations (Grunig & Grunig, 2017). Ethical conduct fosters stakeholder trust, leading to stronger relationships and positive outcomes. Adhering to codes of ethics, conduct, and standards, practitioners demonstrate their commitment to ethical decision-making, integrity, and responsible communication practices (Banks, 2016). Ethical practices also contribute to the overall professionalism and effectiveness of the public relations industry.

Codes of ethics play a crucial role in guiding practitioners' decision-making processes. They provide a framework for ethical reasoning and help practitioners navigate complex situations by providing clear guidelines and principles (Grunig, 2006). These codes assist practitioners in identifying and managing potential ethical dilemmas, conflicts of interest, and issues related to truthfulness, transparency, and respect for stakeholder rights (Gower & Davies, 2017). By referring to the codes, practitioners can ensure that their decisions align with ethical standards and best practices, enhancing their professionalism and maintaining public trust.

The codes of ethics developed by NIPR and CIPR are relevant to Nigerian and international business environments. In Nigeria, adherence to ethical practices is crucial for the public relations industry to gain credibility and build strong relationships with stakeholders (Okorie, 2020). The NIPR code provides guidance tailored explicitly to Nigeria's unique cultural, social, and legal context, addressing the challenges practitioners face within the local business environment. On an international level, the CIPR code offers valuable insights and benchmarks for practitioners operating in the global arena. As organisations increasingly engage in cross-border communications, the CIPR code guides ethical practices applicable across different business contexts. The international relevance of codes of ethics lies in their ability to promote consistency, integrity, and professionalism in public relations practices worldwide. By adhering to these codes, Nigerian public relations practitioners can demonstrate their commitment to ethical conduct, ensuring their practices align with international best practices and standards.

Evaluation and Effectiveness of NIPR Codes in guiding ethical practices

Evaluating the NIPR Codes of Ethics involves assessing their effectiveness in guiding ethical practices within the PR profession. Effectiveness can be scaled by evaluating the extent to which the codes are followed and adhered to by practitioners and their impact on shaping ethical decision-making processes (Banks, 2016). By examining the practical application of the codes, their influence on practitioners' behaviour, and the extent to which they align with changing societal norms, the evaluation aims to determine the overall effectiveness of the codes in guiding ethical practices within the profession. This underscores the role and responsibility of practitioners in adhering to these codes, thereby shaping ethical decision-making processes within the profession.

Codes of ethics play a vital role in addressing ethical challenges in PR practice. The evaluation of codes involves identifying the ethical challenges and past manifestations that practitioners have encountered and assessing how the codes have addressed or could address these challenges (Gower & Davies, 2017). By understanding the historical context and how the codes have evolved to respond to emerging ethical issues, practitioners can gain insights into the effectiveness and adaptability of the codes. This adaptability reassures practitioners about the relevance of the codes in addressing emerging ethical issues. The evaluation also considers how the codes guide handling sensitive issues such as conflicts of interest, transparency, truthfulness, and respect for stakeholder rights. By examining the codes' provisions, principles, and guidelines, practitioners can assess their relevance and applicability in addressing ethical challenges faced in public relations.

Many public relations practitioners in Nigeria need to be made aware of the ethical codes of the NIPR or lack a complete understanding of the provision and its requirements. This is due to some factors, including the lack of formal regulation of the public relations industry in Nigeria and the relative non-enforcement of the provisions of the NIPR Act. This explains why Amujo and Melewar (2011) stressed that the NIPR code of ethics is not a legal instrument for achieving compliance among NIPR practitioners. This argument is still relevant today because the Nigerian government has yet to firmly commit to supporting the NIPR in enforcing its code of ethics. The provisions of the Second Schedule, Section 13(5) of the NIPR ACT, which entrusted the Attorney-General of the Federation with the crucial roles of the Disciplinary Tribunal and Investigating Panel by making rules related to the selection of members, procedures, rules of evidence, and the appointment and functions of assessors to advise on legal questions arising in proceedings before the tribunal, has made the enforcement of the codes cumbersome.

Conclusion

This comparative study of the codes of ethics of the Nigerian Institute of Public Relations (NIPR) and the Chartered Institute of Public Relations (CIPR) brings to empirical light the ethical frameworks that shape public relations practice in Nigeria and the United Kingdom. The study highlights the commonalities and distinctions between the two codes, emphasising shared principles such as professionalism, integrity, and accountability, while addressing areas like confidentiality, conflict of interest, and compliance with legal and regulatory standards.

Furthermore, the analysis identifies opportunities for enhancing these codes, particularly by incorporating cultural sensitivity and addressing emerging ethical challenges posed by new technologies. The findings significantly contribute to the field of public relations by expanding our understanding of the ethical standards that govern the profession in different

contexts. By comparing the NIPR and CIPR codes, the research illuminates the convergences and divergences in ethical practices, offering best practices and strategies for strengthening ethical conduct. The study also enriches the existing literature on public relations ethics, drawing lessons from the experiences of both institutions and providing a framework for future ethical decision-making, professionalism, and responsible communication.

The implications of this study are substantial for both the NIPR and CIPR, as well as the broader Nigerian public relations industry. The findings suggest actionable recommendations for NIPR to enhance its code of ethics, align more closely with international standards, and address the unique ethical challenges in Nigeria. For CIPR, the study offers insights into potential improvements and opportunities for collaboration with NIPR. By sharing experiences and best practices, both organisations can foster mutual learning and contribute to advancing ethical public relations practices. This potential for collaboration offers a hopeful outlook for the profession's future. At the industry level, this study underscores the critical role of ethics in maintaining the credibility, trust, and reputation of the public relations profession in Nigeria. Implementing the proposed enhancements will bolster professionalism and stakeholder trust, position the Nigerian public relations industry as a significant player in the global arena, and instil a sense of pride and inspiration.

In conclusion, this comparative analysis provides a strong foundation for advancing ethical practices in public relations. By implementing the recommended improvements and fostering collaboration between NIPR and CIPR, the Nigerian public relations industry can uphold high ethical standards, demonstrate professionalism, and contribute to the profession's overall growth and success. It is important to note that this is not a one-time effort but an ongoing process requiring continuous research, dialogue, and collaboration to keep the codes of ethics updated and relevant.

Recommendations for Enhancing Ethical Practices

1. The comparative analysis of the NIPR and CIPR codes has identified several areas of convergence and best practices. These areas represent shared principles and guidelines that can serve as a foundation for enhancing ethical practices in public relations. For areas of convergence, the study recommends encouraging continuous professional development programmes that focus on ethical practices, promoting awareness, and providing resources for practitioners to stay updated with industry developments. It also recommends strengthening transparency, disclosure, and accountability provisions, emphasising the importance of honest and open communication practices with stakeholders. There should also be the promotion of ethical decision-making frameworks, such as the CIPR Code of Conduct Decision Tree Model or similar tools, to guide practitioners in addressing ethical dilemmas.

2. The comparative analysis also reveals areas of divergence between the NIPR and CIPR codes, highlighting opportunities for improvement. The study, therefore, makes recommendations for areas of divergence, including incorporating provisions in the codes that reflect the unique cultural context of Nigeria and the diverse stakeholder landscape, ensuring that ethical practices are culturally sensitive and inclusive. Similarly, there is a need to address emerging ethical challenges associated with new technologies, such as social media, influencer marketing, and data privacy, to ensure that the codes remain relevant and responsive to evolving industry practices. Enhancing the clarity and accessibility of the codes by using precise language, providing practical examples, and offering guidance on their interpretation and application to new NIPR members will also be necessary. Social media has become one of the critical channels of public relations. Including social media in the NIPR

code of ethics will help members to use social media responsibly and ethically. This will benefit both the public relations profession and the public.

3. Besides addressing convergence and divergence, strategies can be recommended to promote ethical conduct among public relations practitioners. These strategies include developing comprehensive training programmes focusing on ethical practices and providing practical guidance on applying the codes in real-world scenarios. The study also recommends encouraging ethical leadership within the public relations profession by having leaders serve as role models and advocates for ethical conduct. The NIPR should emphasise the importance of stakeholder engagement and consultation in ethical decision-making by considering diverse perspectives and thoroughly evaluating ethical implications. By implementing these recommendations, the Nigerian public relations industry can strengthen its ethical foundations, foster professionalism, and maintain the trust and confidence of stakeholders.

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