**UYO URBAN RESIDENT’S PERCEPTION OF REBANDING NIGERIA PROJECT**

**CHAPTER ONE**

**INTRODUCTION**

Many Nigerians are not enthusiastic about the image laundering project Rebranding Nigerian of the Federal Government.

The Widespread view is that the campaign tagged GOOD PEOPLE, GREAT NATION, speak headed by information and communication minister, Dora Akunyili, might not achieve its desired aim report published in newspaper and magazines have either supported reports in the punch newspaper of 1st April, 2009 edition. The commentator stressed that the Nigerian people have always been good people from a great nation, except for “our” bad leaders that need absolute rebranding. In supporting this view, Aregbeshola (2009) believes that Nigerian’s images can only be improved when both the leaders and followers begin to do what is right. He maintains thus;

But until then, any campaign aim at improving Nigeria’s image would be an exercise in futility and a sheer waste of human and material resources, (Aregbeshola, 2009, 9,1) the broadcast media are not left out in the campaign as network news time are been devoted to the campaign.

At inception in April, 2009, Professor Akunyili had said that the campaign is a Nigerian project for Nigerians and that it would make no sense to take it abroad. But barely a month after the minister said Nigeria would rely on internal assistance to prosecute the project, she was soliciting Britain’s support for the success of the campaign. According to the News Agency of Nigeria (NAN), professor Akunyili told the visiting British High Commissioner to Nigeria, Mr. Bob Dewar, that the country was counting on their (Britain) support in the rebranding journey. She stated that Nigeria is doing what is just and best for the generations yet unborn (Odeshola, 2009).

The most logical question asked in several quarter is the country is: why is Nigeria rebranded? Akinyih in Obiola (2009) says that Nigeria needs a rebranding in view of the negative and unfair way Nigeria have been perceived both at home and in abroad.

However, some Nigerians who are optimistic about the campaign are of the opinion that it is a good start. Thus, Adeloye (2009) believes that there hope of an effective branding since on outsider can do it well or better than Nigerians from the foreign, it can be inferred that while the campaign has been subjected to a barrage of attacks in some quarters, other commentators are simply holding the view that the campaign should be supported unequivocally by all and sundry.

It is against the background that this intends to investigate Uyo Urban resident’s perception of the rebranding Nigeria Project with the view to ascertaining their attitudes towards the campaign.

* 1. **Background of the Study**

At the moment someone can deny the fact that Nigeria has a better National image. There have report in the past that as soon as Nigerian travels to any other country in the world an identify himself as a Nigerian either by his green passport or a verbal affirmation, he or she automatically becomes a “suspect” for various type of wrong behavior, including criminal actions.

Sometimes Nigerian travelling abroad are said to be subjected to rigorous body searches and asked all manner of questions whilst nationals of other nations are smoothly welcomed into that country.

According to Ozekliome (2009, p.3), Nigerians are generally perceived as corrupt, selfish, noisy, criminally minded and dubious set of people, before the international community internet of images of foreign expatriate held hostage by money seeking and gun welding militants in the Greeks of the Niger Delta region of the country is also not helping matters.

Abiola (2009) in his appraisal states that the situation is too bad that it was recently reported that those who killed the South Africa reggae star, Lucky Dube, thought that he was Nigerian; it is in a bid to correct this negative perception of Nigerian that Akunyih has come up with the idea of rebranding the country. The project, she says, would make appreciate themselves and the country.

* 1. **Statement of the Problem**

The Nigerian image rebranding campaign launched by the federal government through it ministry of information and communication has divided Nigerians into campus with different perception about the project. The first camp belongs to the critics who believe that the campaign would tantamount to an exercise in futility. Their argument stem.

From the fact that, one cannot be talking about rebranding process has never been done before. A section of Nigerians in the academic believe that professor Akunyih, whose ministry is spearheading the campaign is only poised to package the same old and bad contacts for sale in the name rebranding. Those who believe that the ministry of information and communications has taken the right step said that a laudable project such as rebranding, designed to refurbish Nigeria’s image before the international community should be supported by all.

However, in the case of Uyo urban residents is yet unknown their perception of the campaign. Though respondents from Nigerians tend generally to show that many perceived the project as a futile attempt, the key question therefore is: what Uyo urban residents perception of rebranding Nigerian projects.

* 1. **Objective of the Study**

This work has sent for itself the following tasks as it main objectives.

1. To ascertain Uyo Urban residents’ attitude towards rebranding Nigeria project.
2. To determine Uyo Urban residents’ opinions in the rebranding Nigeria campaign.
3. To measure the impact on audience member arising from rebranding project.
   1. **Research Questions**

This study intends to find answers to the following research questions.

1. What is Uyo urban resident’s toward the rebranding Nigeria project?
2. What are the opinions of Uyo urban residents on the issue of rebranding Nigeria?
3. What impact has the rebranding Nigeria project on the members of Uyo urbanites?
   1. **Scope of Study**

This study aimed at assessing Uyo Urban residents. This project is restricted to the major roads in Uyo which are Ikot Ekpene Road, Willington Way, Oron Road, Aka Road, Olusegun Obasenjo way

* 1. **Significance of the Study**

Information is a critical resource that drives society in the 21 century. Mboho (1990, p.233) stated that without adequate information dissemination to mobilize the people from within the rural areas, any long-run economic or social planning will either be much fee effective than it would have been or that it could even go in the wrong direction.

Rebranding Nigeria project therefore, is not adding to Nigeria’s national problems rather it aims at solving them through adequate and favourable information about the projects. The focus of this work is to examine Uyo urban residents’ perception of the image laundering project of federal government. Answer to research questions of this work might provide a paradigm for assessing the extent to which Uyo urban residents perceived the campaign. It may also help provide insight in to the campaign which has been argued to have evolved from many factors.

Perhaps the study might be of some relevance to the press and ultimately the reading public.

* 1. **Delimitations of Terms**

The study attempts to examine Uyo urban resident’s perception on the rebranding Nigeria PR campaign. The study is limited resident of Uyo metropolis who are enough to understand the meaning and provision of the project.

* 1. **Limitation of Terms**

In the course of this work, use is made up of various works and terms, which though English in context, may not carry their connotations. In order to ensure quick and easy understanding of the paper effort is made here to define some of those terms in line with their usage in this work, while others are defined as they occur.