

AN INVESTIGATION OF THE ROLES AND FUNCTIONS OF PUBLIC  
RELATIONS IN SELECTED STATE CORPORATIONS

by

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11-0294

A thesis presented to the School of Communication, Language and Performing Arts

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SIGNATURE PAGE

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DECLARATION PAGE

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RELATIONS IN SELECTED STATE CORPORATIONS

I declare that this thesis is my original work and that it has not been submitted to any  
other college or university for academic credit.

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### ABSTRACT

This study set out to identify whether the roles of public relations as performed in selected state corporations are the same as the original roles of public relations as specified in the practice of public relations; to establish in what ways the functions of public relations, as carried out in selected state corporations, are aligned to the original functions of public relations, and to find out whether these roles and functions as practised in state corporations align with the Systems Theory. A descriptive research design was used in this study to investigate the dynamics of public relations in the selected state corporations. The target population was 200 state corporations in Nairobi County. Purposive sampling method was used to select 26 state corporations that had incorporated public relations departments in their managements set up. A structured questionnaire was used to collect data from 26 selected state corporations. Data was analyzed using Statistical Package for the Social Sciences (SPSS). The study revealed that the roles and functions of public relations within the selected state corporations were the same as the original roles of public relations. For instance, the study revealed that the roles of problem facilitator and communication facilitator were the dominant roles of public relations. It also emerged that the major functions of public relations in the selected state corporations were media relations, employee communication, and relationship building. The study further revealed that the roles and functions of public relations in the selected state corporations were aligned to the systems theory. This study recommends that the roles and functions of public relations

in the selected state corporations should be elevated to the strategic role, in order to make public relations more effective in the selected state corporations.

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