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A FRAMEWORK OF STRATEGIC COMMUNICATION DONE THROUGH SOCIAL NETWORKING SITES IN PAKISTAN (CONCEPTS AND MANIFESTATION)

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Abstract

This study investigates the intricate dynamics of Strategic Communication through social networking sites (SNS) in Pakistan. Recognizing the influential role of social media in shaping public opinions, the study aims to unravel the multifaceted impact of Strategic Communication on these platforms. Moreover, it comprehensively explores the goals and strategies employed by various entities in utilizing SNS to disseminate their agendas and influence the mindset of the common person. A correlational, qualitative design is adopted to achieve this objective, with a focus group conducted at DHA Suffa University involving 15 researchers from diverse Karachi universities. The qualitative data collected through open-ended discussions is analyzed thematically, integrating insights from a systematic review of social media posts by Pakistani politicians on platforms like Twitter and Facebook. Findings highlight the goal-oriented nature of Strategic Communication, its pivotal role in building relationships, and its potential to shape public sentiment. It is revealed that entities strategically employ SNS to convey information and influence perceptions, build reputation, and foster morale aligned with their respective agendas. The study has recommended that entities approach Strategic Communication on social media with a careful balance, recognizing its potential to evoke both positive alignment and negative reactions among the public. Moreover, the study underscores the importance of ethical considerations in communication strategies on SNS, emphasizing the need for transparent and responsible engagement. These findings contribute to the scholarly discourse on the evolving landscape of Strategic Communication in Pakistan and offer practical insights for entities navigating the complex realm of social media communication.

Keywords: Strategic Communication, Pakistan, Social Networking Sites, Media

Introduction

Strategic Communication is a new field that emerged in the 20th century. It is a perfect amalgamation of disciplines like management, technical writing, branding and political Communication, public relations, advertising, business communication and integrated marketing communication (IMC). Strategic communication involves communication between corporations, celebrities, non–profit organizations, and governments with their stakeholders, such as customers, citizens, activists or even audiences like the masses.

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Strategic Communication has more to do with the military because it effectively conveys compliance strategies and plays a crucial role in crisis management. Rhetoricians have explained Strategic Communication as " to achieve a desired effect the perfect synchronization of words and images." The clue to effective conflict resolution is effective Strategic Communication. Conflict is inevitable, but combat is optional. Strategic Communication has left a marked impact on crisis management. No matter their field, managers must understand how their communication choices impact corporate reputation and crisis outcomes. Effective Strategic Communication positively affects the response strategies of the opposing parties, too.

Strategic Communication can be very effective in reshaping memories of the past in the country's national interest and formulating a better plan for the future. Security scenarios involving transnational and multidimensional threats are often at risk. In such security settings, states, in general, and armed forces, in particular, are bound to carry out novel and diverse tasks, such as post-conflict reconstruction scenarios and resolution. So, effective strategic communication can support military operations and the country's national interest.

Effective Strategic Communication can be a weapon of mass influence to assure allies, discourage and deter enemies, and even bring brotherhood and solidarity amongst fellow citizens. So, Strategic Communication can be used to build or destroy a group, organization, or even a country completely. Our enemies are using Communication and information very adeptly to do just that. It can give state-like power to affect world events even to non-state actors.

Strategic Communication is geared toward mass, multiple and diverse audiences rather than a generic or specific audience. Since all sorts of communication are not strategic, strategic communication is tailored and designed to suit the audience and words. Words and actions are carefully and thoughtfully marshaled to advance policy goals and accomplish tasks of diversified interest effectively.

Scope of Research

The scope of this research is embedded in the years 2021-2023 and the political state of Pakistan. The researcher is focusing on the duration of 2021- 2023, how entities utilized social media, social networking sites and traditional media to seek and gain attention, to campaign their agendas to the masses, for promotions etc., in Pakistan.

Rationale of Research

The researcher became inclined to study the framework of Strategic Communication through social networking sites in Pakistan as conflicts arise because of too much information; sometimes, hoax information is dispersed on Social Media platforms, creating illusion delusion and complete confusion in the minds of the masses. Therefore, entities must use social media and social networking sites responsibly. Not to cause destruction but to bring harmony and productivity to the environment.

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Research Problem

Social networking sites are modes of Strategic Communication used by entities. These sites can be used to promote productivity and harmony within the country or to control the minds of their target audience. So, when Strategic Communication is done by entities through social networking sites in favor of the country's national interest, it is beneficial. However, when entities use social networking sites as a platform to control the minds of the masses, this can be harmful to the country and its national interest.

Research Questions

The research questions explored in this study were:

1. How is Strategic Communication done by entities (Political parties, profit, non-profit organizations, government, military, celebrities etc.) through social networking sites?

2. How should Strategic Communication be further developed to comply with best practices?

Objective of Research

The research objective of this study is to study the framework of Strategic Communication done through social networking sites in Pakistan and its impact on the country.

Theoretical Framework

The theoretical framework of Strategic Communication conducted through social networking sites in Pakistan revolves around the interplay of key concepts and their manifestations in the digital realm. This framework draws from literature on Strategic Communication, emphasizing the role of social networking sites as crucial platforms for disseminating information, shaping public perceptions, and influencing attitudes. Concepts such as agenda-setting, framing, and social influence theory are integral to understanding how Strategic Communication unfolds on these platforms. Moreover, manifestations encompass various communication strategies, content creation, and engagement tactics employed by Pakistan's individuals, organizations, and the government to achieve Strategic Communication goals. Scholars like Hallahan, Holtzhausen, van Ruler, Sriramesh, and Zerfass have contributed significantly to the theoretical underpinnings of Strategic Communication, offering insights into its multifaceted nature and the evolving landscape of Communication through digital mediums (Hallahan et al., 2007; Zerfass et al., 2018).

Five Foundational Disciplines of Strategic Communication

As commonly understood, advertising is" your right to choose." It interprets product features and provides information about a product regarding the customer's wants

and needs. Advertising is a paid form of persuasive Communication that connects an identified sponsor with buyers, customers or the target audience. To do this, advertising uses mass, interactive, and social media to reach a broad audience.

Public relations PR is a branch of Communication that deals with an organization's public image. It is a management function. Public relations is about maintaining a mutually beneficial relationship on which the organization's success depends. This mutually beneficial relationship exists between the organization and the public.

Integrated Marketing Communication: This is a type of Communication related to marketing. It is used to develop, plan and execute persuasive brand communication programs with consumers, customers and other relevant internal and external audiences to build long-term brand value and short-term financial returns.

Strategic Communication refers to Journalism in the public sphere. Its basis, especially its writing foundation, is adapted from Journalism. Issues crucial in public Communication, like honesty and transparency, are followed in Strategic Communication. Also, concepts like leadership, structure, decision-making, internal Communication, organizational culture, etc., are relevant core concepts of Strategic Communication.

For promotions of products or services, for political party campaigns, and for informing agendas to targeted audiences, social media and social networking sites are used vigorously and regularly (Enli,2017). This allows direct connection to the public (Larsson & Kalsnes, 2014). Social networking sites are personalized and are two ways of communicating to inform and provoke the masses to vote or build relationships (Small,2017). Social media is personalized, so political figures and celebrities use social networking sites to highlight their personal lives, likes and dislikes and convey their views to the public. (Van Aelst,2012) However, campaigns can only be successful when social media and traditional media are synergized (Karlsen, 2016). The synergy between social media/ social networking sites and traditional media is acknowledged by most scholars (Chadwick, 2016)

In this research, the researcher is focusing on the duration of the year 2021- 2023, how social media, social networking sites and traditional media are used by entities to gain attention, to campaign their agendas, for promotions etc., in Pakistan. Conflicts arise because of too much information; sometimes, hoax information is dispersed on Social Media platforms, creating illusion delusion and complete confusion in the minds of the masses. Therefore, entities must use social media and social networking sites responsibly. Not to cause destruction but to bring harmony and productivity to the environment.

It is justifiable as news, information or promotional activity on social media, often called the content on social media, affects the attitude, knowledge and behavior of the public or audience (Chadwick, 2018). The reason is that social media content, like news circulated on social media, gets coverage on a national and international level in a jiffy (Harder,2016)

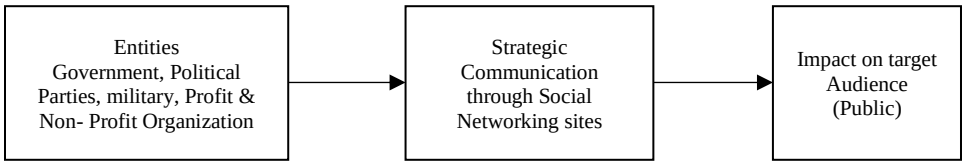
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Social networking sites and social media have a humongous number of users. So, the information they get on social media could be biased, false, fake, or hoax. All information on social media is certainly not in the national interest of the country (Chadwick,2018)

This research is set in Pakistan, a country with high media consumption where entities and the public profusely use social media. Social media is used for vested interests here. Information is strategically planned to gain visibility on Social media platforms (Skogerbø & Krumsvik, 2015; Wells, 2016; Kruikemeier, 2018). Often, content that is telecasted or shared on traditional media like television and newspapers is used by journalists on social media, like links to their news stories, to publicize and promote their news clips. (Ju,2014) Moreover, upcoming traditional media appearances like interviews and press conferences are announced in advance to gain more visibility through social media. (Hixson 2018)

Moreover, the information spread on traditional media increases lifespan when circulated on social media (Harder,2016). When entities write their comments on the circulated information on social media, they give their ideology and point of view, thus influencing the minds of their followers. Still, information circulated on traditional media is considered more reliable than on social media (Johnson & Kaye,2014)

Conceptual Framework



Significance of Research

The significance of this study is that the readers will get a fair idea of how, through Strategic Communication, the mindset of the masses is influenced or tamed through social networking sites by the entities. What a favorable Strategic Communication for Pakistan impacts stability within the country. However, how can it harm the country if it is used for a vested interest to provoke the target audience?

Limitation of Research

The scope of these studies is limited to the conceptualization of Strategic Communication, leaving potential gaps in exploring practical applications and real-world implications. Additionally, the research predominantly focuses on Western perspectives, potentially overlooking cultural nuances that might influence the understanding and practice of Strategic Communication in diverse global contexts, including Pakistan. Furthermore, the temporal aspect of the studies may pose a limitation, as the field of Strategic Communication is dynamic and subject to constant evolution. The articles may not fully capture emerging trends or changes in the field from their publication dates. Lastly, relying on academic literature and theoretical frameworks may overlook the insights practitioners and industry professionals could provide, limiting the holistic understanding of Strategic Communication. Therefore, while these studies contribute significantly to defining the field, researchers should be cautious about generalizing findings across cultures and periods and consider incorporating more diverse perspectives for a comprehensive understanding of Strategic Communication.

Literature Review

According to Chadwick, Galley, Karlsen, and Enjolras, 2 Strategic Communication has been defined as a body's planned, cognitive, and thoughtful engagement to meet its aim. Celebrities and renowned personalities often use social media like Twitter and Facebook. However, politicians often use social media as only one way of getting information.

To grow a connection directly with the audience. The social media platform is crucial for building a relationship with the target group and strategy. One benefit of social media is that it is more direct as it avoids, eludes and evades the traditional media's severely intervened checks. Therefore, politicians find social media an easier channel of Communication (Kirk et al., 2007). Moreover, attracting and appealing to the audience's attention and notice is a huge prospective for Strategic Communication and is very helpful for politicians (Graham et al., 2016).

Some strategic benefits that politicians grab for their politics through social media are that they can change not just the perspective of their target audience but also raise funds, marshal, deploy, mobilize, interact and communicate for their agenda (Johnson, 2011). Social media plays a pivotal role in political campaigns and Strategic Communication due to the fact it transfers and conveys opinions, agendas, policy preferences and perspectives of actors/parties, organizations, military and politicians, i.e., entities, to their target audience (Nulty et al.; Popa, 2016).

Some social media platforms like Twitter and Facebook are often utilized as an integral part of political public relations (Aharony,2012) for self-promotion through Communication to an extensive amount of people by politicians through their political campaigns. Entities like politicians and celebrities use strategies to please and persuade the audience. Even political rhetoric is used by politicians to arouse their agenda in the

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target audience's minds (Jalilifar & Alavi, 2012). To reach voters and political units to run campaigns. Even all government units, politicians and opposition leaders use social media to reach their audience. These are called social networking sites, which are abbreviated as SNS. The SNS happens to be the primary tool for Strategic Communication.

In Pakistan, various political parties, politicians, and celebrities who do influencer marketing use social networking sites excessively and regularly. The sole purpose is to grow relationships and popularity with their targeted audience. This boosts digital engagement through likes and shares. Direct interaction between politicians and targeted audiences occurs because of SNS. The moment any activity or event is posted, the response starts instantly as a reaction from the targeted audience. People stay connected on Twitter, Facebook, Linked In, and other social networking sites, such as SNS.

Facebook has 2.19 billion members, whereas Twitter has 336 million accounts around the globe (Stieglitz, 2012). Politicians use social media to convey messages and, indeed, for persuasive messages to targeted audiences. (Chun, Soon Ae, Warner, & Janice, 2010) SNS can modify, reform, revamp, and alter communication strategies, i.e., Social Networking Sites. Nowadays, all over the world, in various contemporary democratic states, many politicians are using Facebook and Twitter to reach targeted audiences across the globe (Gulati, G. J & Williams, C. B., 2013). Twitter has more impact than press conferences and press releases. Therefore, political figures use Twitter to disseminate information (Chun et al., 2010)

Strategic Communication has been defined as, to fulfill its mission or goal, an organization or an entity uses Communication with a purpose, i.e., either to persuade or even to distract the targeted audience's attention (Hallahan, Holtzhausen, vanRuler, & Sriramesh, 2007)

Zerfass, Vercic, Nothaft, & Werder (2018) explained the significance of Strategic Communication in achieving goals by organizations, political parties, government and the military. Strategic Communication is used to persuade, convince people, brainwash, or control the targeted audience's mind. Strategic Communication has an impact on government agendas and military strategies. Strategic Communication plays a pivotal role in psychological operations and psychological warfare (Zerfass et al., 2018)

Content Analysis

Social networking sites (SNS) have gained popularity in Pakistan as a tool for strategic Communication. Politicians and other organizations use these websites to communicate with their constituents (Chadwick et al., 2016). This content analysis examines politicians' communication strategies on social media and how those strategies impact viewer engagement and political campaigns.

Direct Communication and Bypassing Traditional Media Checks

Chadwick et al. (2016) assert that social media is essential for providing politicians with a direct communication channel so they can evade traditional media scrutiny. The analysis discovered examples of politicians interacting directly and instantaneously with the public on social media.

Political Campaigns and Fundraising

According to the content analysis, politicians in Pakistan actively use social media for political campaigns, fundraising, and mobilization (Johnson, 2011). There were often requests for donations, help, and mobilization activities in Facebook posts and tweets.

Political Rhetoric and Persuasion

Jalilifar and Alavi's (2012) research on persuasion focuses on political rhetoric. The analysis showed examples of politicians influencing public opinion on social media using persuasive language and rhetorical techniques.

Impact of Twitter on Political Communication

According to Stieglitz (2012), Twitter has a greater impact than traditional press conferences. The analysis made this clear, showing that Twitter is an effective tool for immediately and directly disseminating information (Chun et al., 2010).

Social Media and Public Relations

Aharony (2012) emphasizes the importance of using Twitter and Facebook in political PR. The content analysis corroborated this and revealed a trend of politicians using these platforms for outreach and self-advertisement. Several strategies, such as live updates, interactive Q&A sessions, and behind-the-scenes tours, were employed to build a closer bond with the audience.

Strategic Communication and Audience Interaction

Direct communication between public officials and the electorate emerged as a significant theme from the analysis. According to Nulty et al. (2016), social networking sites are the primary tools for strategic Communication because they stimulate quick responses from the target audience. Public personalities like politicians and celebrities actively engage in conversations and respond to messages and comments, fostering an approachable environment.

Impact of Political Communication on Social Media

Graham, Jackson, and Broersma (2016) state that social media is attention-grabbing. According to the analysis, politicians deliberately used social media's extensive

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reach to draw attention to and spark discussion about their political agendas. This supports the idea that politicians can use social media as a dynamic platform to spread information and sway public opinion (Zerfass et al., 2018).

Government Units and Social Networking Sites

The investigation was expanded to include how different government agencies and opposition figures used social media. Social media platforms, also called Social Networking Sites (SNS), are actively used by politicians, opposition leaders, and officials at all levels of government to communicate with the public and spread information.

Digital Engagement and Popularity in Pakistan

In Pakistan, where various political parties and influencers engage in extensive influencer marketing, the content analysis indicated a significant emphasis on building relationships and increasing popularity through social networking sites. This is achieved through fostering digital engagement, including likes, shares, and comments.

Social Media Platforms in Pakistan

The analysis also considered the prevalence of specific social media platforms in Pakistan. Facebook, with its 2.19 billion members globally, and Twitter, with 336 million accounts worldwide (Stieglitz, 2012), emerged as primary platforms for political Communication.

Research Methodology

Research Design

The study adopts a correlational, qualitative design to explore the dynamics of Strategic Communication through social networking sites in Pakistan. This design allows for examining relationships between variables and the qualitative exploration of communication strategies.

Participants

The study involves a focus group conducted at DHA Suffa University, comprising 15 researchers from various universities in Karachi. This diverse group ensures a comprehensive understanding of Strategic Communication dynamics.

Data Collection

Qualitative data is collected primarily through discussions within the focus group. The researchers engage in open-ended conversations, allowing in-depth exploration of perceptions, experiences, and insights related to Strategic Communication on social media.

Time Frame

The research was conducted in June 2023. The focus group discussions are scheduled to accommodate participants' availability and ensure meaningful and rich insights.

Data Analysis

Thematic analysis is employed to identify patterns, themes, and insights within the qualitative data. The researchers iteratively review and code the discussions to derive key findings related to Strategic Communication.

Literature Review Integration

Relevant literature on Strategic Communication, social networking sites, and communication dynamics in Pakistan is integrated into the analysis. This allows for a comprehensive exploration of the research topic and aligns the findings with existing knowledge.

Systematic Review of Social Media Posts

To further enhance the understanding of Strategic Communication, a systematic review of social media posts by Pakistani politicians on platforms like Twitter and Facebook is conducted. This method aligns with previous studies emphasizing the importance of social media in political Communication.

Ethical Considerations

Ethical principles are adhered to throughout the research process. All participants are given informed consent to ensure their voluntary participation. Participants' confidentiality is maintained, and ethical approval is obtained from relevant institutional review boards.

Limitations

The study acknowledges potential limitations, such as the focus group's representativeness and the dynamic nature of social media, which may evolve during the study period.

Triangulation

Triangulation, which uses multiple data sources, including focus group discussions and a systematic review of social media posts, enhances the credibility of findings.

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Peer Review

Feedback from peers and colleagues with expertise in qualitative research and Strategic Communication is sought to ensure the robustness of the research methodology.

Dissemination

The research findings are intended to be disseminated through academic journals, conferences, and other relevant platforms to contribute to the scholarly discourse on Strategic Communication in Pakistan.

Findings of the Study

Strategic Communication is a very effective and significant activity for the productivity of entities and organizations, whether government, military, political parties or organizations.

Through effective, vigorous social and communicative processes caused and created by using SNS, i.e., Social Networking Sites. These processes make organizational competencies more mature, refined, and polished. A culture of effective Strategic Communication creates an environment that fosters motivation and provides information for decision-making. (Abbas, Aman, Nurrunnabi, & Bano, 2019)

Strategic Communication plays a pivotal role in building relationships with the targeted audience. At work, it can ensure performance management through effective employee engagement levels. Effective Strategic Communication causes groups and individuals to synchronize to achieve shared goals. This also brings and accelerates employee engagement at work. The organizational culture that brings organizational commitment can be developed. A human-centric environment can be developed within the organization and created amongst entities (government, political parties, military) and targeted audiences. (WHO Strategic Communications Framework for Effective Communication, 2017)

Managerial Communication needs to be recurring and continuous through various methods within the organization to be more effective and productive (Kuligowski, 2023)

With the advancement of technology these days, numerous internal communication channels are used within organizations. Communicating globally is very easy through social networking sites and virtual communication devices. (White, 2023; Jain, 2018)

This has led to a humongous change in Communication and business productivity. Social networking sites like Facebook, Twitter, LinkedIn, Instagram, and many others are used for communication and engagement within the organization, as well

as external communication. This has also created a new transformative culture that can be used to build relationships among organizations and targeted audiences. (Jain, 2018)

Data about any research or any other task is possible through the help of social networking sites. Online surveys are conducted on Facebook. (Newberry, 2022)

Strategic Communication via social networking sites is a unique way of maintaining innovation per the demands of an organization's target audience or employees. Social networking sites are very useful in keeping updated with the coverage of the latest activities and events. Thus, it enhances the stature of the entity (organization or political party) and modifies and shapes the company's values. (Bredava, 2022)

Strategic Communication is very effective in building trustworthy relationships. Audience engagement or employee engagement is possible through effective Strategic Communication, which can create empathy-based relationships. This also promotes teamwork, effective group relationships and harmonization within the environment. This two-way communication also gives employees, customers, and target audiences a fair chance to voice their concerns and convey their reservations on various issues. Hence, it is an effective platform for two-way Communication. (Ferrel, 2018)

Although face-to-face Communication is still better, the current study uses a communication platform to enhance an organization's functioning by removing limitations related to vocalizing concerns. (Grossman, 2022)

Effective Strategic Communication is the reflection of the strategic plan. It is utilized effectively by the government and military to accomplish its mission. (Hofmann, 2023)

Strategic Communication is used only to explain the intentional efforts to manipulate an enemy's will to fight. Still, it has been expanded to describe attempts to influence public opinion on various issues. Strategic Communication can influence people by manipulating their motives and perceptions. (Goldman, 2007)

Due to the negative notions of information warfare and propaganda, Strategic Communication is considered useful for certain purposes. However, it has various benefits. (Philip, 2006)

Table 01: Facts about Pakistan

47.5 million users of the internet in the country	44.6 million mobile internet users
35 million active social media users	32 million monthly active Facebook users
3.5 million actives on Twitter	5.20million monthly active on Instagram

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The estimate in Table 01 gives a complete picture of the country-wide internet users active on various social networking sites. Pakistan's total population is 241.49 million, and average urbanization (i.e., the group of people who are more focused and concerned about using the internet in cities) is 40%.

Findings of Focus Group at DHA Suffa University: Involvement of 15 Researchers from Various Karachi Universities

A focus group was conducted at DHA Suffa University, bringing together a panel of 15 researchers from various universities in Karachi. This collaborative effort aimed to delve into the dynamics of Strategic Communication through social media in the Pakistani context. The research team included faculty members from DHA Suffa University, contributing to a Correlational Qualitative study conducted in June 2023.

Exploring Social Media Communication Across the Country

The panel's discussions revolved around communication accessibility through social media, particularly its widespread nationwide reach. Various entities, ranging from political parties to government bodies, the military, and both profit and non-profit organizations, were acknowledged for utilizing social networking sites to capture the attention of their targeted audience. Strategic Communication emerged as a critical tool in delicately shaping the audience's mindset.

Strategic Communication Goals and Planned Strategies

The research emphasized the goal-oriented nature of Strategic Communication, enabling entities to achieve their objectives through carefully planned strategies. Findings and conclusions drawn by the panel underscored that every entity involved in Strategic Communication has specific agendas. Social networking sites were identified as the most effective channels for executing campaigns and expressing distinct perspectives (Langer & Gruber, 2021). The information and agendas shared on social media underwent meticulous planning, critical discussions, sorting, and subsequent updates on social networking sites.

Hybrid Nature of Campaign Communication: Insights from Previous Research

The research approach aligned with the insights of Chadwick et al. (2016), who proposed that much of the campaign communication discussed online is hybrid. This involves its initial emergence on television or in the press, followed by a transition to online media through campaign promotion and citizen discussions (p. 4).

Systematic Review of Social Media Posts:

Emphasizing Significance in Political Communication

To deepen the understanding, the research team conducted a systematic review of social media posts by Pakistani politicians, specifically on platforms such as Twitter and Facebook. This method aligned with previous studies highlighting the paramount importance of social media in political Communication (Kirk Hallahan et al., 2007). The selected posts, sourced from diverse political parties, ensured a comprehensive representation in the analysis.

Conclusion

Government bodies, the military, political parties, profit and non-profit organizations, and celebrities leverage these platforms to disseminate their agendas and perspectives to the general public. The Strategic Communication observed on social media is instrumental in reaching the masses and molding their opinions, creating a direct link between entities and the common people.

Strategic Communication emerges not only as a means of conveying information but as a tool capable of shaping public sentiment and building the reputation of the respective entities. As highlighted in the research, the careful cultivation of morale serves as a form of Communication strategically aligned with these entities' overarching agendas and goals. This Communication, disseminated through social networking sites, plays a vital role in fostering harmony and, consequently, enhancing productivity in the country.

However, it is crucial to acknowledge the dual nature of this influence. While Strategic Communication can engender support and alignment, it also has the potential to evoke outrage and annoyance among the common people. The widespread use of social networking sites means that individuals follow and are influenced by their favorite personalities associated with these entities. Consequently, the impact of Strategic Communication on social media goes beyond conveying information; it actively shapes public perception and influences societal dynamics, making it a cornerstone for entities seeking to engage with and impact the masses.

Recommendations

Hence, strategic communication should be done accurately, precisely, and wisely to build the country. To move the country towards stability and productivity, Strategic Communication needs to be done by the entities in the country's national interest to strengthen the institutions and organizations.

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