

Oil Spillage and Environmental Preservation: An Evaluation of SPDC and Ogoni Community

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This study examined how public relations strategies were used by Shell Petroleum Development Company (SPDC) to manage oil spillage in Ogoniland. Oil spillage in Ogoni land has led to the destruction of their water and farmlands and has caused a strain and tension between the people living in Ogoniland and the Shell Petroleum Development Company. Three research objectives were raised to determine the extent to which Ogoni community has been exposed to oil spillage, to find out SPDC's public relations activities towards managing the aftermath of the oil spillage and to investigate the community's perception on the oil producing company's public relations activities in response to oil spillage. The survey and key informant interview were the research designs adopted to gather the data for the study. 399 respondents were selected as sample size drawn out of the population of the study of 850,000. The purposive sampling technique was used for selecting the oil bearing community and the simple random sampling was used to select the Local Government areas which served as the representatives to the entire population of the community. After the data were gathered, it was discovered that oil spillage in Ogoniland is still an on-going event and that has been the major reason for the conflict between Shell and the Ogoni people. The Ogoni people were not happy and satisfied with the way SPDC handles the aftermath of Oil spillage in their community.