# **UNIVERSAL ACADEMIC JOURNAL** OF EDUCATION, SCIENCE AND TECHNOLOGY

VOL.4, NO.3, DECEMBER, 2021

#### UNIVERSAL ACADEMIC JOURNAL OF EDUCATION, SCIENCE AND TECHNOLOGY

UNIVERSITY OF SHEFFIELD SHEFFIELD, SOUTH YORKSHIRE, ENGLAND UNITED KINGDOM

VOL.4, NO.3, DECEMBER, 2021

Published 2021 by:

NETWORK OF GLOBAL WHO IS WHO IN ACADEMIA UNITED KINGDOM

Copyright @ 2021 NETWORK OF GLOBAL WHO IS WHO IN ACADEMIA

ISSN: 2644-7370

**Printed by:** 

NETWORK OF GLOBAL WHO IS WHO IN ACADEMIA UNITED KINGDOM

E-mail: globalwhoiswhoinacademia@yahoo.com

## UNIVERSAL ACADEMIC JOURNAL OF EDUCATION, SCIENCE AND TECHNOLOGY UNITED KINGDOM

#### CALL FOR PAPERS

UNIVERSAL ACADEMIC JOURNAL OF EDUCATION, SCIENCE AND TECHNOLOGY is an academic bulletin which creates an avenue for publication of articles written in English language for all users' comprehension. Manuscripts that had already been submitted elsewhere for publication or published already are not accepted for publication here.

#### BENEFITS AND GUIDELINES FOR AUTHORS

- 1. After the publication authors shall receive one hard copy of the Journal.
- 2. We publish the third paper free of charge for you after every 1<sup>st</sup> two papers in same journal.
- 3. Publication of the journal is charged USD 90 or its equivalent for all Authors.
- 4. 4-5 days review process after submission of article.
- 5. You will receive information of your article in less than 36 hours from the time of submission.
- 6. Each paper must be accomplished within a review fee of USD 9 only.
- 7. Payment for publication fee should be made to the following account details:

Ecobank - Account Name: Global Academic Stars Promoter

Account Number: 2343019045

#### SCHEDULE DATE FOR PUBLICATIONS

Deadline for submission: 28<sup>th</sup> of every month

Acceptance Notification: Within 6-8 days from the date of submission of the manuscript.

Journal Publication Date: Every 2<sup>nd</sup> working day of the month

#### N/B

- 1. Articles should be submitted in type written form in Time new Romans, with 12 font size in double line spacing and should not be more than 15 pages.
- 2. The Manuscript must be prepared according to the current American Psychological Association (APA) manual on form and style.
- 3. The first page should be used to indicate the title of the paper, author's name, institutional affiliation, status, and contact address including telephone number(s), and e-mail address.
- 4. The second page should contain only the title of the paper and abstract of not more than 250 words.
- 5. Literature should be current (outdated references may stop your work from being published).
- 6. It should be sent to any of the following e-mail addresses: globalwhoiswhoinacademia@yahoo.com. Articles should be submitted as an email attachment.

#### Besides, manuscripts, correspondence or inquiries can be sent to:

#### **EDITOR IN CHIEF:**

DR. TITUS J. KINGSTON
DEPARTMENT OF SCIENCE EDUCATION
FACULTY OF EDUCATION
UNIVERSITY OF SHEFFIELD
SHEFFIELD, SOUTH YORKSHIRE, ENGLAND
UNITED KINGDOM

#### OR

#### **EXECUTIVE SECRETARY**

DR DOMINIC U. PATRICK
DEPARTMENT OF SCIENCE EDUCATION
FACULTY OF EDUCATION
UNIVERSITY OF SHEFFIELD
SHEFFIELD, SOUTH YORKSHIRE, ENGLAND
UNITED KINGDOM

#### All through:

E-mail addresses: globalwhoiswhoinacademia@yahoo.com

#### UNIVERSAL ACADEMIC JOURNAL OF EDUCATION, SCIENCE AND TECHNOLOGY

#### EDITORIAL BOARD

#### **EDITOR IN CHIEF:**

DR. TITUS J. KINGSTON
DEPARTMENT OF SCIENCE EDUCATION
FACULTY OF EDUCATION
UNIVERSITY OF SHEFFIELD
SHEFFIELD, SOUTH YORKSHIRE, ENGLAND
UNITED KINGDOM

#### **CONSULTING EDITORS**

- 1. DR HENRY M. MONDAY
  DEPARTMENT OF SCIENCE EDUCATION
  GOLDEN GATE UNIVERSITY
  536 MISSION STREET
  SAN FRANCISCO, CA 94105
  CALIFORNIA
  THE UNITED STATES OF AMERICA.
- 2. DR MARK J. HANSON
  DEPARTMENT OF URBAN STUDIES AND PLANNING
  FACULTY OF ENVIRONMENT
  UNIVERSITY OF SHEFFIELD
  SHEFFIELD, SOUTH YORKSHIRE, ENGLAND
  UNITED KINGDOM
- 3. DR KING W. WILLIAM
  FACULTY OF EDUCATION
  UNIVERSITY OF CALIFORNIA
  OAKLAND
  CALIFORNIA
  UNITED STATES
- 4. DR DOMINIC U. PATRICK
  DEPARTMENT OF SCIENCE EDUCATION
  FACULTY OF EDUCATION
  UNIVERSITY OF SHEFFIELD
  SHEFFIELD, SOUTH YORKSHIRE, ENGLAND
  UNITED KINGDOM

- 5. DR GEORGE N. CHARLES
  FACULTY OF SCIENCE
  GOLDEN GATE UNIVERSITY
  536 MISSION STREET
  SAN FRANCISCO, CA 94105
  CALIFORNIA
  THE UNITED STATES OF AMERICA
- 6. DR GOODNEWS H. JOHN
  WAKE FOREST UNIVERSITY,
  WINSTON-SALEM
  NORTH CAROLINA
  UNITED STATES OF AMERICA
- 7. DR ROSEMARY COLLINS PIATE DEPARTMENT OF HOME ECONOMICS COLLEGE OF EDUCATION, AFAHA NSIT, AKWA IBOM STATE
- 8. DR. GLORY BENSON VICTOR HENRY SAMUELI SCHOOL OF ENGINEERING UNIVERSITY OF CALIFORNIA, IRVINE

**ETC** 

#### **LIST OF CONTRIBUTORS**

Edinamobong G. ETON 55 Keynes Road Cambridge, United Kingdom CB5 8PP

Jones G. I. AYUWO, *PhD*University of Port Harcourt, Choba

**AND** 

Sunday S. MANDAH University of Port Harcourt, Choba

ARC. Daniel Okon UDOENANG Department of Architecture, Faculty of Environmental Studies, University of Uyo, Akwa Ibom State;

ARC. Dianabasi Reuben AKWAOWO

**AND** 

Atta S. U. EKPOUDOM
Department of Architecture,
Akwa Ibom State Polytechnic,
Ikot Osura

Taylor M. PIZZA, *PhD*Department of Computer Science
Freie Universität Berlin
Kaiserswerther STR. 16-18
14195 Berlin, Germany

**Ngozi IGWE-CHEKWAS** 

**AND** 

Baridisi Hope ISAAC
Department of Linguistics and Communication Studies
University of Port Harcourt

Peters K. ANTHONY, *PhD*Department of Science Education
Harper Adams University
United Kingdom

**AND** 

Grace M. LINUS
Department of Science Education
Faculty of Education
University of Lagos

Fidelia B. ISAAC, *Ph.D*Department of Educational Psychology, Guidance and Counselling,
Faculty of Education

**AND** 

Dornubari K. BIRANEN
Department of Formal and Non Formal Education
University of Port Harcourt, Rivers State, Nigeria

OMOJUNIKANBI, Ngozi Comfort, *PhD*Department of Linguistics and Communication Studies
University of Port Harcourt
Rivers State, Nigeria

AKPAN, E. Ebenezer, *Ph.D, FCICN, AP, PPGDCA, PHDCDPM*Corporate Institute of Research and Computer Science
140 Ikot Ekpene Road
Uyo, Akwa Ibom State

**AND** 

NdifrekeAkaninyene ENO
Department of Marketing
Faculty of Business Administration
University of Uyo

Nene Comfort DUKE-NATREBO
Department of Home Economics, Hospitality and Tourism
Faculty of Vocational Technical Education
Ignitius Ajuru University
Port Harcourt, River State

### **CONTENTS**

EDITORIAL COMMENTS	XIV
A Critical Analysis of the Specific Benefits of Leadership Principles of Procter and Gamble  Edinamobong G. ETON	1
Endsars Protests: A Multimodal Discourse Analysis of Select Social Media Advertisements  Jones G. I. AYUWO, <i>PhD</i> Sunday S. MANDAH	12
Good Architectural Structure as a Function of a Well Thought Out Action Plan ARC. Daniel Okon UDOENANG ARC. Dianabasi Reuben AKWAOWO Atta S. U. EKPOUDOM	23
Students' Use of Twitter and Their Academic Performance in Computer Studies <b>Taylor M. PIZZA</b> , <i>PhD</i>	38
A Morpho-Semantic Analysis of Omuanwa-Ikwere Verbs Ngozi IGWE-CHEKWAS Baridisi Hope ISAAC	44
Study Habit and Academic Performance of Integrated Science Student Peters K. ANTHONY, <i>PhD</i> Grace M. LINUS	52
Drug Abuse and Academic Performance of Secondary School Students in Mathematics in Gokana Local Government Area of Rivers State: Implications for Counselling Fidelia B. ISAAC, <i>Ph.D</i>	
Dornubari K. BIRANEN	61
Assessment of Government Action on Development Efforts and Public Relation Tools for Effective Management of Niger Delta Conflict <b>OMOJUNIKANBI, Ngozi Comfort, </b> <i>PhD</i>	70
The Role of Ambience on Customers' Patronage in Hotel Industry (A Case Study of Two Hotels in Victoria Island, Lagos) <b>AKPAN, E. Ebenezer,</b> <i>Ph.D</i> <b>Ndifreke Akaninyene ENO</b>	80
Food and Nutritional Intake as a Correlate of Preschoolers Health Status in Rivers State  Nene Comfort DUKE-NATREBO	90

#### **EDITORIAL COMMENTS**

UNIVERSAL ACADEMIC JOURNAL OF EDUCATION, SCIENCE AND TECHNOLOGY is an exclusive journal that provides the innovative research findings on topical issues of our time. It brings new findings on innovations, developments, discoveries, inventions, etc to the masses with great impactful platform for all scholars and researchers to publish their articles and contribute to the global economy. It is our awesome joy and great thanks to God for the grace given to us to accomplish this task smoothly. We present to you the VOL. 4, NO.3 of UNIVERSAL ACADEMIC JOURNAL OF EDUCATION, SCIENCE AND TECHNOLOGY. On behalf of the Editorial Board of the Journal we express our gratitude to all the distinguished scholars who have contributed greatly to this edition and make this journal a success.

The journal incorporates various kinds of researches and developments carried out by scholars in different fields of study such as education, science, technology, engineering, home economics, social sciences, art, environmental health, biology, architecture, management sciences, counseling, medical science, and many more. In this UNIVERSAL ACADEMIC JOURNAL OF EDUCATION, SCIENCE AND TECHNOLOGY we promise to be real and original as well as keeping you acquainted with new research findings. Thank you.

#### CHIEF EDITOR

(DR. TITUS J. KINGSTON)