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## **Journal of Innovative Communication and Media Studies (JICMS)**

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## **An Historical Perspective of the Emergence & Development of Early Newspapers in Nigeria**

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### **Abstract**

*This study investigated what prompted the establishment of Nigeria's earliest newspapers: Iwe Irohin..., Unwana Efik, Obukpong Efik and commercial printing presses in mid 1840s, 1850s and 1880s by two Christian Missions pioneered by Rev. Henry Townsend (CMS Abeokuta) and Rev. Hope Waddell (Presbyterian Scottish Mission, Calabar) The study sought to identify their motives for establishing commercial printing presses and their newspapers. It sought how the earliest newspapers were produced, their involvement in the introduction and propagation of Christianity, the role of the newspapers in the religious campaigns and conversion of the natives leading to their adoption of Christianity. The study ascertained whether the newspapers were dominant in the religious propagation or if other communication mechanisms were employed by the missionaries delivering religious messages to converts. Historical method, In-depth interview method and Primary/Secondary sources were employed in this study for data collection using purposive sampling technique. The small samples were drawn from the two Christian Missions under study, the CMS and the Presbyterian. The sample size of one that is the, most senior religious Minister was picked in each Mission. Data were analysed using Discourse Analysis method which, Casell and Symon, (2004) defined as a method that examines how individuals actively use language to explain themselves, their relationships and the world in general. The two scholars corroborate Fairclough's (1992) assertion that discourse constitutes the identity of individuals, the relationship between individuals and the ideological system that exists in society. Findings reveal that*

*Missionaries established the printing presses and the newspapers mainly for strengthening the promotion of Christianity, spreading information, education and literacy and providing forum for their political participation in local community politics. Findings also reveal the crudity of earliest newspaper production, their editorial policies and their schedules of news reportage, thus, filling some gaps in previous publications and our knowledge on how earliest newspapers evolved; their political biases, and their role in introducing Christianity, education and western civilization to the two communities.*

**Keywords:** *Earliest newspapers, Printing Presses, Diffusion, Missionaries, Religious Campaigns.*

## **Introduction**

Histories of the advent of earliest Nigerian newspapers and other media communication mechanisms adopted by two early foreign religious missionaries, Rev. Henry Townsend and Rev. Hope Waddell, in the introduction, diffusion, propagation and adoption of Christianity in Nigeria, have been given scholarly attention in many literary publications. A number of Nigerian Scholars have researched into the history of the country's press and their usefulness in the Christian missions' evangelism leading to the upliftment of the people's literacy level; however they left some gaps in our knowledge about the Missionaries' prompts in establishing printing presses and publishing newspapers and other educational materials at the early state of their evangelism.

Evolution of Christianity resulting in planting Christian doctrines in some Southern parts of Nigeria from 1840s has been explained as the main factor responsible for changing the indigenous traditional and cultural religion to western cultural civilization, leading to introduction of early newspaper journalism and the printing presses, a precursor to early newspaper publications.

The Missionaries, Rev. Townsend, established the Church Missions Society (CMS) at Abeokuta in 1846, while Rev. Hope Waddell launched the

Presbyterian Church of Scotland, at Duke Town, Calabar also in 1846. The two religious expeditions were synchronous and were similar in their ideologies.

In the past, Scholars had published the parts played by Christian religion and the missionaries in the development of the earliest printing presses and the earliest newspapers, but with greater emphasis on Rev. Townsend's "Iwe Irohin..." while little attention is seen to have been given to Rev. Hope Waddell's pioneering initiatives in his religious and educational publications and on the roles of the two Efik language newspapers: "Unwana Efik" and "Obukpong Efik" belonging to the Presbyterian mission. Their establishments in 1885/86 were credited to Rev. Hope Waddell. Information on the two newspapers has been scanty in previous scholarly works, thus creating some gaps in our knowledge about how the earliest newspapers evolved with their objectives, and their editorial philosophies.

### **Statement of the Problem**

Studies and scholarly publications on earliest Nigerian newspapers, such as those authored by some prominent scholars: Ajayi (1965), Coker (1968), Omu (1978), Akinfeleye (1986), Ajibade (2003,2010), Alabi (2003), made references to the role of the Presbyterian Mission in establishing two local newspapers, 1885 and 1886, but provided little information on them, whereas they credited Rev. Hope Waddell with pioneering the first printing press, (1846) and Rev. Townsend with the first newspaper, "Iwe Irohin"... (1859).

Their literatures on what prompted the advent of the newspapers and printing presses; the extent of their involvement in the religious campaigns and diffusion of messages; the editorial policy and production method of the newspapers; type of printing machines used by the missionaries and the news reportage schedule of the newspapers, are some of the vacua which are devoid of more knowledge and which this study aspires to fill. It also would ascertain whether the Missions' newspapers were combined with other communication channels in the campaigns.

## **Objectives**

The Objectives of this study was

- 1) to find out how the early Christian newspapers were established;
- 2) To find out their methods of newspaper production,
- 3) To find out their editorial board members,
- 4) To find out their editorial policy direction and;
- 5) To find out the identity of the real publishers and editors of the Presbyterian newspapers: Unwana Efik and Obukpong Efik

## **Research Questions**

The following five research questions were formulated from which interview questions for the respondents emerged guiding the study and eliciting appropriate responses.

1. Why did the missionaries consider it important for their Missions to own and establish printing presses at the time they did?
2. What necessitated the establishment of the earliest newspapers; in what way did the newspapers serve the Missions' objectives?
3. At what stage of their evangelism were the newspapers introduced into the religious campaigns? With what technical methods were the newspapers produced? What types of printing machines were they?
4. Were there other communication channels, beside the newspapers, that were adopted in the campaigns for spreading of the gospel, and for educating the subjects?
5. Which was the dominant communication mode used by missionaries in preaching and delivering evangelical messages, ideas and new attitudes to the people?

## **Literature Review**

Many studies and articles have been carried out on the history of the early newspapers established in Nigeria by Rev. Henry Townsend of Church Missionary Society (CMS) Abeokuta mission and Rev. Hope Waddell of

Presbyterian Calabar focusing on their evangelical works and their pioneering work on newspaper journalism in Nigeria.

The previous studies on the two pioneers missionaries provide new impetus for this study looking into other aspect of the advent of the earliest newspaper, that is evolution of the early printing press, the real publishers of the early newspaper, their editorial policy directions and the production methods of the early newspapers both in Abeokuta and Calabar apart gathering materials from many previous publications on the subject, the study relies heavily on original manuscript by the two missionaries, their correspondences (handwritten and typed) their personal diaries as well as original copies of missions' documents available in Nigeria, and in the Cadbury Research library at the University of Birmingham, England.

This study also took advantages of in depth interviews with two authoritative church ministers to unveil the reasons why Rev. Townsend set up the first newspaper “Iwe Irohin Fun Awon Ara-Egba Ati Yoruba” in Nigeria in 1859.

### **Methodology**

The study adopted historical method, (Historiography), In-depth interview survey as well as gathering data from primary and secondary sources. The population of this study consists of numerous denominational branches and parishes of the CMS and Presbyterian Missions all over Nigeria, but only two dioceses were picked, purposively. This is because of their similarity in evangelical communication patterns, and in their printing press and newspaper establishment phenomena. The two missions were also synchronistic in their evangelical characteristics.

### **Significance of the Study**

The study, apart from reinforcing and filling gaps in existing knowledge about the earliest newspapers, findings will be useful, significantly, to general readers, professionals in mass communication, academics, religious institutions, government, non-governmental and commercial organizations in designing, and transmitting their messages to large audiences and promoting social, political and cultural changes in their environment .

The study would expose major, effective communication methods used by the early missionaries to achieve success in their missions, since it was assumed that their communicative acts were majorly responsible for their people's adoption of new religious behaviours different from the previous beliefs.

### **Theoretical Framework**

In order to provide a sound foundation for this study, it is anchored on some of the Step-Flow Communication Theories. Two Step Flow and Multi-Step Flow (Lazarsfeld + Katz (1940s), (1955) Diffusion of Innovation Theory: (Lazarsfeld, Berelson + Gaudet (1944) Esimokha (2014) asserted that media effect theories refer to the ways in which mass media and media culture affect how audience think and behave. Thus, media effects are typically defined as social and psychological responses occurring in individuals, dyads, small groups, and a result of exposure to or processing of or otherwise acting on media messages, Esimokha (2014).

### **Method of Data Analysis**

The study employs 'Discourse Analysis' method for analyzing data generated from in-depth interviews. The interview questions as answered by the respondents and data from primary and secondary sources are analysed in linguistic construction.

Discourse Analysis has been defined as a method that examines how individuals actively use language to explain themselves, their relationships and the world in general (Cassell and Symon, 2004).

The two scholars corroborate Fairclough's (1992) assertion that discourse constitutes the identity of individuals, the relationships between individuals and the ideological systems that exist in society. This assertion according to him implies that discourse is concerned with how social actions, social practices, social relations, identity of bodies of knowledge are shaped by language.

## Findings

Data Analysis from primary/secondary sources and from in-depth interview surveys based on the research questions showed that out of dissatisfaction with the local interpreters' mutilations of their messages to their congregations, the missionaries learnt the native language to enable them communicate directly with their audiences; that they later set up their printing presses, first for purposes of publishing educational and religious publications for both religious and gospel teachings and for vocational training of native apprentices and to raise the people's literacy level, and later to print the earliest newspapers. In the case of Rev. Townsend, his newspaper, *Iwe Irohin...* published in December 1859 began to appear 12 years after the commencement of his Abeokuta Mission. The newspaper though was used to a greater extent to provide information needs of the people and to deride slave trade, it was designed complementing the interpersonal communication channels already established with the community through Kings and the Chiefs by the missionaries. At the collapse of the newspaper in 1867, after eight years of regular appearance, their evangelism continued without the newspaper.

In the case of Rev. Hope Waddell of the Calabar Mission, he started his evangelism with his printed religious literatures in 1846 and used his printing press to the maximum in producing religious books and educational books for the people's learning process. The two newspapers *Unwana Efik* and *Obukpong Efik* were found to have been established in 1885 and 1886 respectively long after Rev. Hope Waddell had retired from missionary work, thus correcting previously held notions that they were founded, edited and published by him. Findings reveal that he had quit the service of the Mission in 1858.

Findings further reveal that the two newspapers collapsed within few months of irregular appearance hence it has been assumed that they contributed little to the development and growth of the Calabar mission. Moreover, the Mission began its evangelism in 1846 while the newspapers were established forty years after. The Presbyterians were found to have relied heavily on printed matters, such as books, pamphlets, booklets and



interpersonal channels etc. for delivering religious and educational training to the people.

However, in the case of CMS Abeokuta Mission, findings reveal that two of the factors necessitating the establishment and success of *Iwe Irohin...* were the high literacy level and generation of political opinions in the Egba and Lagos Colony politics by Rev. Townsend and the CMS Mission.

This is apart from using the newspaper for religious promotion and publicity, and inculcating the habit of getting the people to read, i.e., “to beget the habit of seeking information by reading...” Townsend (1887)

Comparatively, the two Missions’ printing presses were discovered, to be manually operated machines, whose printed matters were set by hand on a wooden frame; that they were both flatbed, hand-fed manually operated machines which printed one page at a time. It was also found that they had liberal editorial policies which allowed general news coverage giving the people both African and European news and advertisement information. The *Iwe Irohin...* was bilingual in its editorial arrangement (Yoruba and English) while *Obukpong Efik* and *Unwana Efik* published in Efik language, only.

### **Summary, Conclusion and Recommendations**

From the findings, the study concluded that both *Iwe Irohin...* (1859), *Unwana Efik* and *Obukpong Efik* (1885 and 1886) in Calabar used the same printing method of manually operated, hand-fed press of the “Adana” brand; that *Iwe Irohin...* was established to complement the already established interpersonal communication channels and formal religious and educational teachings; that the newspaper, though covered religious and general news, became a political medium in the hand of Rev. Townsend, for his political maneuverings in Egba and Lagos Colony politics, and a forum to ventilate public opinion against colonial administration in Lagos and supportive of Abeokuta interests.

In the case of the Presbyterian Church Mission, Calabar, the study concluded that the two Efik language newspapers were published 40 years

after the commencement of their evangelism and that each of them went defunct within one year interval of their appearance, hence the inference that they had minimal contribution to the religious campaigns. The Mission was found to have depended much on its religious and educational materials produced in the Mission's printing workshop for the people's education, training, public enlightenment and literacy advancement.

The study rendered as invalid the previously held views that Rev. Hope Waddell founded the two newspapers. Reasons are that Rev. Hope Waddell had retired from the Mission in 1858, and had returned home, according to Omoyajowo's (1995) account. The two newspapers were published about 17 years after his retirement.

In conclusion, it was found that interpersonal channels, traditional media, coupled with printed books and religious booklets, informal and formal teachings, were combined with the newspapers to achieve missionaries' projected social change in the two communities.

From the conclusion, it is recommended that for the success of any elaborate publicity and spreading of economic policies, political or religious agenda to large homogenous and heterogeneous audience, a mixed media strategy embracing interpersonal channels, the new media, print and broadcast media should be adopted.

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## **Business and Economic Concerns as it Relates to Programming Practices in Television and Radio**

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### **Abstract**

*The broadcast media, over the decades have grown to be a vital system for effective communication. In this paper, the word “broadcast” is operationally defined as transmission of information through the radio and television. These platforms have grown to be great sources of information to serve the purpose of education, entertainment and enlightenment. The pattern of disseminating broadcast contents shows the business side of running broadcast stations. Using programme choice theory, this study gives a qualitative analysis of configuration and practice of broadcast programming with a bit of focus on the financial area of the broadcast station, the economic significance and contributions of broadcast stations in Nigeria as well as the contribution of broadcast stations to the nation’s economy. The challenges of broadcast stations as it relates to business operations were bared and the study concluded the broadcast media have been impactful in the government sector, the economic sector and the social sector.*

### **Introduction**

Since the advent of the millennium, broadcast media especially the television have become the prime source of information and entertainment (even the social media notwithstanding), as the larger audience who are not having access to the internet still spend their leisure hours watching television programs. Likewise, television has created new horizons as a

major disseminator of culture, fashion, style and knowledge, among others; to the mass audience. It serves as major tool of informing the audience of events taking place outside and within their immediate and remote social environment, as television extends their level of knowledge.

Although, the television observed by a number of scholars as having a greater deal of power and influence, given its central position in our contemporary society, the radio broadcast was also recognized as a powerful tool which cuts across an heterogeneous audience of any nation due to its mobility, accessibility, affordability among other characteristics. (Wimmer, 2006; Morris & Ogan, 2002). Another form of new media that was introduced of recent is the online media. It is a computer based and internet-compliant platform limited to those who have access to the computer system, the internet and whose capability are in the knowledge of operating the new technology.

These new communication technologies which is also being referred to the new media according to Popoola (2003:44) include but not limited to computer (technology), broadcast technology, cable television internet, telecommunication, telex, video text and teleconferencing technologies among others. The new media consists of the internet, digital television, web television, moving picture experts' digital versatile disc, compact disc read only memory (CD-ROM), web radio video conferencing, electronic mail (E-mail), mobile telephone. Etc.

The internet has become an ongoing emerging source that tends to expand more and more. The growth of this medium has attracted the attention of advertisers, marketers, professionals to display their wealth of knowledge, the financial sector to inform and analyse their functions and roles to their teeming audience and so on. The broadcast media has been an important form of communication for many centuries. The broadcast which comprises the radio, television and online/new media platforms have proven to be a worthy channel of disseminating information, education, enlightenment, entertainment and development programmes to the general audience of the media.

Broadcast programming is the practice of organizing and/or ordering (scheduling) of broadcast media shows, typically radio and television, in a daily, weekly, monthly, quarterly or season-long schedule. In order to have programming broadcast and implemented in every region, networks need to have strong relationships with providers (cable, satellite, and telecommunication companies such as Comcast, DirecTV, and AT&T Universe). Networks depend on providers to carry their programming, while carriers depend on networks to authorize signals for broadcast.

In Nigeria, the Structural Adjustment Programme (SAP) launched by the Federal Government in 1986 marked the start of a progressive withdrawal of state involvement from a number of sectors. Until that time television broadcasting had been among the industries in Nigeria that were entirely state-run. A proliferation of private stations following deregulation in 1992 included the arrival of Digital Satellite Television (DStv), the first pay TV operator. DStv is owned by the South African firm MultiChoice and is the leading satellite TV service in sub-Saharan Africa.

The Broadcast Media and its contribution to National Economy even though the mass media which is the assumed fourth estate of the realm have diverse responsibilities of educating, entertaining, informing, mobilizing and watching over the publics among others; the broadcast media especially has contributed in a significant way to the growth of the National Economy.

Economic issues continually challenge businesses to adapt and change to meet current conditions. This means business owners and management must deal from one period to the next with inflation or even, rarely, deflation and periods of recession, high levels of unemployment and other economic factors. The issues that can affect the bottom line generally take priority for most business enterprises and tend to recur over time. Power scarcity means stations are reliant on diesel generators while consumers are forced to deprioritise TV. With both supply and demand thus constricted, newer, smaller firms often find it tough to survive. Piracy, mainly in the form of so-called 'string' operations in which signals from multiple decoders are transmitted locally, is also choking demand. For

Nigerian providers, lack of confidence on the part of foreign content owners has sometimes translated to a reluctance to hand over rights.

The electronic media made considerable income through different levels of local, national and international advertisements and various commercials and advertorials. A number of media scholars acknowledged the significant positive impact of the electronic media while few also point the challenges being faced by the media internally.

Haruna and Ibrahim, (2014) mention the fact that the rise of the media has been linked to the growth of national cultures with a linguistic unity, also increasing literacy and invariably led to the technological advancement of Nigeria. Even though development is a process and a progressive concept; It is also a state or a condition. Hence, the broadcast media interact with the general audience and over the years, influence their sense of commitments to national development and growth.

## **Objectives**

The main goal of this study is to document the Business and Economic Concerns as It Relates to Programming Practices in Television and Radio. The outcome can be reached through the following objectives

- 1) Identify the pattern of programming in broadcast stations in Nigeria
- 2) Uncover the financial/business structures of broadcast stations in Nigeria
- 3) Expose the economic significance and contributions of broadcast stations in Nigeria

## **Theoretical Framework**

### **Programme Choice Theory**

Since the early 1950s a number of economists, working separately, have developed a 'theory of programme choice' in the form of a series of 'programming models' whereby, under various assumptions regarding audience preferences, programme costs and so on, the behaviour of commercial radio and television stations in hypothetical broadcasting markets is simulated, and patterns of programming are predicted. The theory of programme choice thus attempts to appraise the extent of attainment, by

audiences, of their programming preferences under a system of advertiser-supported broadcasting. Other economists have criticised the theory of programme choice, however, and have arrived at policy implications partly consistent but partly in conflict with those of the programming models.

## **Desktop Review**

### **Pattern of Television Programming**

A typical television station should have about seven operational arms such as the general administration, programming, production, news, sales, advertising, and engineering. The same applies to a typical radio station. However, there are various programming patterns for the different stations based on Ownership, focus and purpose of establishment, among other factors like market size, capital accessibility

There are diverse program contents on television and radio broadcast stations some of which are listed below:

1. Entertainment programs such as musicals, Comedy shows, films and Local movies etc.
2. Educative programs such as School debates, quizzes, documentary, etc.
3. Political contents such as featuring live house of Assembly proceedings, election proceedings, etc.
4. Informative programs like news, features, news documentary, news bulletins, interview programs and so on.

In all the above mentioned programming practices focusing on the functionality of a Television station; research trends revealed some realities such as the following:

There are inclusions of advertisements and advertorials in all the program contents. For instance, studies revealed that out of all programs being aired on African Independent Television (AIT) and Silverbird Television (STV); entertainment and musicals which are the most frequently aired has more than 50 percent commercial advertisements always interjecting the programs. Since entertainment/musical programs are more



attractive to the younger population, regular commercial adverts are often interjected into the entertainment programs, creating opportunities for sales of airtime which is important to media outfits to cover their financial commitments and raise funds for future continuity with profits in mind as well. . Next in prominence are religious contents with interjection of adverts having (12.8 percent) and drama having (10 percent) interjections. This kind of commercial influx has been and would still continue for as long as possible on air in order to justify their means of existence and continuity. Madu & Obono, 2018).

The two major departments responsible for financial matters in terms of raising funds for the broadcast stations are the sales and marketing departments.

**The Sales Department** of the Broadcast Media are saddled with the business of generating diverse revenue for the station to survive. The Director of Sales and his or her team are usually responsible for the important assignment. In some instances, the station uses the designation title of sales manager, account executives or traffic manager as the case may be.

These people have the authority on behalf of the stations to acquire advertising contracts from any of local, regional or national advertisers.

A staff of account executives helps the local sales manager sell on-air time to corporate companies and local businesses by strategizing methods that can generate sales for the media house. Therefore, any sales personnel of television or radio station should negotiate advertising sales using a rate card, a definitive list of airtime costs during the various time periods and lists of programs available. In another instance, the broadcast account executive can offer to develop the advertisement content for the client; in that case, the sales department works in tandem with the production and programming departments for this multiplied business opportunity.

The Traffic Manager prepares the daily log, which details every program, promotional spot, and all commercials that will be aired daily, to the last minute. The staff on duty to manage traffic also has, as part of daily duties-

- i. Keeping well abreast of updates in new advertising accounts,
- ii. ensuring that all planned commercials are available to air, and to exact time, and
- iii. monitoring proposed programming schedules for commercial placement.
- iv. Checking out to avoid two identical commercials or advertising similar products are not placed back-to-back
- v. maintaining a careful record of every commercial and promotional spot that has run so that the accounting and sales departments can cooperate in the proper billing of the client.

**Advertising and Promotions Department** creates and develops promotional spots and advertisements to attract more audience. The various advertising and promotions packages therefore require a specified operating budget which an average station usually allocate five percent (5%) of its budget on promotional and advertising activities. This latter department works in close collaboration with the sales unit; together with a good rapport with the production and sometimes the engineering departments.

In another instances also, they work together with the news department to create promotional ads and spots for a particular newscasts, news programming, and news documentary

Sometimes, there are many promotional spots created to advertise specific shows and special weekly programs informing the audience of some community service or event about to occur. Usually, the Programs unit can thereby conduct audience research to determine the main attractions or uniqueness of a station. This information will later be synthesized into content that production unit will turn into a ten-, fifteen-, or thirty-second spot highlighting the chosen station asset. Their main objective is to

advertise and promote products in a way that maximizes the audience and revenues from advertising sales.

### **The Broadcast Media and its Contributions to National Economy**

Even though the mass media which is the assumed fourth estate of the realm have diverse responsibilities of educating, entertaining, informing, mobilizing and watching over the publics among others; the broadcast media especially has contributed in a significant way to the growth of the National Economy.

The electronic media made considerable income through different levels of local, national and international advertisements and various commercials and advertorials.

A number of media scholars acknowledged the significant positive impact of the electronic media while few also point the challenges being faced by the media internally. Haruna and Ibrahim, (2014) mention the fact that the rise of the media has been linked to the growth of national cultures with a linguistic unity, also increasing literacy and invariably led to the technological advancement of Nigeria. Even though development is a process and a progressive concept; It is also a state or a condition. Hence, the broadcast media interact with the general audience and over the years, influence their sense of commitments to national development and growth.

For instance in Kenya, an African country which is one of the most progressive nations in Africa with great potentials in economic advancement, with a population of about 48 million people had her notable developments being backed up strongly by the media especially the electronic media projecting her major agendas to the people. The media has been able to help increase the growth of the nation by proclaiming development campaign and advocacy information and mobilization messages to their audience thereby changing their mindset towards their national growth. With help of the World Bank Group (WBG), IMF and other international agencies; Kenya was able to achieve significant reforms that added to her stable economy. Ngare (2006). Till date, Kenya maintained developmental strategies that enhance their progressive growth and the

media has been notably identified as a major backbone and change agents contributing to the national development.

Furthermore, in many developed nations; the media has been seen and respected as a formidable agent changing and improving governance by monitoring the actions of their leaders and informing the populace adequately enough for them to react to situations. A strong and independent media sector leads to lower corruption levels since they would alert the people on time; after all they serve as information agents to the people; thereby projecting their watch dog role on the national leaders and their policies.

An independent media that monitors those in power and delivers accurate information to citizens has been shown to be an effective check on corruption across multiple studies. Constant and adequate access to information helps citizens to hold their leaders accountable.

Inadvertently, the media therefore empowers citizens to demand quality provisions and accountability in leadership. This was better revealed through a research study by the World Bank when they examined a Ugandan newspaper did an advocacy program to inform teachers about education grant funds and the impact the campaign had on improving the educational system of the country by reducing regulatory captures.

It is a known fact also that the media enhances political coordination in the development of sound economic policy of a nation. A research paper which was done by Christopher Coyne and Peter Leeson in the year 2002 provide clarity on the role of the media in economic development by analyzing the role of media as a coordination-enhancing mechanism in policy development. The findings showed that there was a progressive and successful economic development in Poland and Hungary due to the media's performance at the period.

In Nigeria also, there are significant iota of national growth through the media as they provide information to relevant bodies, agencies and the

public; thereby allowing them to participate in the decisions and debates that shape their lives.

The monitoring role of the media in a democracy system of government cannot be over-emphasized. The media actually helped the citizens to elect their right candidates and did further help them to hold them accountable by informing people of the actions of the elected officials.

### **Some of the Challenges of Broadcast Programming in Nigeria**

There are two major challenges of the media especially the broadcast which are ownership and control of the media. These two problems have been generating a topic of discourse to communication researchers.

Since the problem always have negative effect on media content and activity. The media especially the private ones always reflect the involvement of those who finance them. (MCQUAIL, 2010, 2003). The belief that ownership ultimately determines the nature of media is not just a Marxist theory, but virtually a common-sense axiom summed up in:

- News commercialization

One of the major ‘pains’ of broadcast liberalization in Nigeria is news commercialization. Private broadcast stations are established along business lines and in other to maximize profit the news that should ordinarily be covered under public service considerations is commercialized (Oketunmbi, 2006&2007p.8).

This practice is seen in virtually all private owned broadcast media (both radio and television). For a prescribed fee, individuals, private and public entities can disseminate commercial and propaganda messages to target audiences during newscast. These messages are presented as part of the news bulletin in the forms of straight news reports, news analysis, or commentary after the news. Omenugha and Oji (2008 p.25), discussing the implications of news commercialization states that it makes the news vulnerable to abuse by interest groups who can pay their way into the media to project an idea they want people to accept positive or otherwise.

- Cultural imperialism. The increase in foreign content broadcast by private stations has fostered cultural imperialism whereby the more media audiences are exposed to foreign content, the more the foreign culture and values are inculcated into their lives. Also, quite a number of local contents have been seen to reflect western values designed. Section 3.12.1 of the Nigeria Broadcasting Code states as part of its local content regulation that broadcasting in Nigeria should ‘strive to attain 100% local content (NBC, 2010 p.35). According to Chioma (2013, p. 36), 43% of local content on private television in Nigeria have cultural relevance, while 56% are hybrid content which promote a culture-mix of foreign and local values.
- Regulation For several years after the promulgation of NBC Act 38, state and federal broadcasters refused to submit to the regulatory powers of the NBC, arguing that they predated the NBC and that there was no express provision in the law putting them under the Commission’s purview. Other concerns of regulation are: content monitoring and sanctioning process.
- Poor program quality. The production quality of programmes is still below standard. According to Onabajo (2000 p.23) the Poor quality of programmes is an end result of amateur and inadequate technical facilities. There is a vast disparity in the quality output of broadcast generated locally and that generated abroad. This challenge is particularly famous with government owned stations. Even on radio, the signal from private owned stations such as Ray Power, Rhythm, Cool FM are far clearer and less subject to interruptions than its government owned counterparts: Metro FM, Radio Nigeria etc. Also, the high cost of obtaining modern equipment which will enable clarity in picture, sound, and the skill to man such equipment are some reasons for the sub-standard quality in programming because the funds are not available. Broadcast stations that seem to have it going on in terms of quality such as the AIT struggle with offsetting loans

collected from financial institutions to acquire the production equipment.

Many are the problems facing almost every sector in Nigeria, of which the mass media also are facing regularly. Recent research findings show that government-owned media also are having financial challenges with their broadcast stations being in a very poor state economically, managerially and technologically. The problems emanated from the degenerational issue in Nigeria; among which corruption due to misappropriation of the fund, shortage of staff, lack of adequate and modern equipment, inadequate salary, inadequate funding, mismanagement issues and employment of non-professionals.

In conclusion, there has been major impactful role played by the broadcast media in these ways:

- (a) **Governance Impact:** Corruption has a negative impact on society, hence, it leads to poverty and income inequality. Recent studies revealed a major link between a free, strong, and independent press that are exposing corruption. A free press exposes private and public sector's corruption. It monitors government officials and increases voters' knowledge.
- (b) **Economic Impact:** Economic actors need accurate and timely information to allocate resources efficiently. This relevant primary and secondary data helps investors and other economic groups increasing value by requesting for information that can help the nation's economy. They also monitor economic policy development processes which should lead to more effective economic policies.
- (c) **Social Impact:** People's participation in governance occurred because the people are well informed. A free and independent media supply timely and relevant information to citizens allowing them to change their own behaviour and to demand higher social standards for society.

Infrastructure development, tighter legislation and stronger regulatory frameworks would go a long way to addressing these issues, but the initiative should not just lie with government. High quality Nigerian-produced TV can itself do much to challenge the negative perceptions that deter business. More international broadcasting in a similar vein to that of African Independent Television (AIT) in Lagos and Minaj Broadcast International (MBI) in Obosi-both of which transmit to a global audience-would go a long way towards bridging the divide between Nigeria and the rest of the world. Such channels present an opportunity to showcase the growing expertise of Nigerian producers and to reflect the best of Nigerian culture.

Underpinning everything is content. A perceived lack of quality in the output of indigenous providers has been a major factor in their failure to take more of the market. Nigeria is due to go digital in 2015: a huge opportunity for more domestic firms to offer subscription services. Nigerian operators must deliver programming that competes with foreign-backed providers, drives viewership and attracts revenue. If they can achieve this, the digital future will be very bright.

Positive results are already manifesting in key economic indices such as real GDP growth year on year, growth in foreign reserves, and downward trend in inflation, increased capital importation and narrowing foreign exchange gap, among others. For example, according to Deloitte consulting firm (who performs informative and research role in the nation); it was recently revealed that Nigeria ranked 145 in world bank's ease of doing business and power generation is hovering somewhere between 4,000 and 5,000 MW as against targeted metrics of 7% GDP growth rate, ranking at 100 for ease of doing business and a 10,000 MW electricity generation by 2020. The role of the media especially the Television and radio in disseminating useful information cannot be pushed aside in the development story of the country.



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## Comparative Quantification of Security News: 9Mobile News SMS versus the Punch and the Guardian Hardcopies

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### **Abstract**

*As some mobile telecommunications companies continue to delve into extraneous services such as subscription-based news aggregation and re-distribution, it has become imperative to understand more about. Hence, this research inquired about the comparative quantification of 9Mobile SMS security news texts as derived from the converging hardcopies of some Nigeria national newspapers such as The Punch and The Guardian. The research is abstracted around the postulations of new media and development media theories, and adopted the secondary analysis method to realise that the mobile telecommunication news services in Nigeria are so far poorly delivered and inconsistent. While derived contents from the selected national newspapers were statistically similar, local news content were given priority. Indeed, dominants news contents such as news about security in Nigeria can serve as indices for mobile telecommunications subscribers to understand what these non-conventional media in Nigeria have deemed to be more topical.*

**Key Words:** *News Quantification, Security News Synergy, New-Media Synergies, 9Mobile News SMS*

### **Introduction**

It is already well documented that mobile digital media penetration is already significant in Nigeria, just as in many other African countries. Among the influence of such mobile digital media penetration is the proliferation and ubiquitous nature of mobile smart phones (Forenbacher, Husnjak, Cvitić, & Jovović, 2019). Much of the rapid increase in mobile telephony has in turn resulted in several niche media contents productions

such marketing information, non-conventional news blogging, social media driven fake news, personal sales digital information, and conventional media synergies such as mobile telecommunication-based news services. Nyam (2021) has documented how mobile telecommunication companies in Nigeria have grown business services options beyond just mobile call-making, and now include the aforementioned customer-subscribed mobile telecommunication-based news services. The news services are based on aggregated editorialised contents of conventional news organisations such as national newspapers. At the emergence of the subscription-based news services, Glo-Mobile was at the fore-front. However, it is not clear how or why the company slacked. Meanwhile MTN-Nigeria and 9Mobile made more serious effort. MTN-Nigeria introduced MTN-MNS news services; 9Mobile on the other hand, took on both the MNS equivalent which is under the nomenclature of 9Mobile MMS News and 9Mobile SMS.

In view of the mobile telecommunication subscription-based conventional news text services (Nyam, 2021), it is seemingly vital to ponder the associated aggregation of certain news types. In this article, security is considered one of such vital news types, especially in relation to ongoing disturbing security uncertainties in Nigeria (Transparency International, 2020). The question of the nature of mobile digital security news via synergising mobile telecommunication in Nigeria is particularly vital because of the relation between security and development – In general (Igbogo, 2015). Given that the line between the mass media and the so-called non-mass media are fast converging (Sociology Central, 2011), one ought to ponder the place of security news reports amidst the capacity of mobile telecommunication companies to deliver relative contents at the subscribed hands of contemporary Nigerian news readers. Indeed, it is on the bases of such expectations that it is cogent to comparatively quantify security news of 9Mobile News SMS versus The Punch and The Guardian hardcopies - which are the claimed original sources of such news contents.

## **Statement of the Problem**

First, it is vital to note that the involvement of 9Mobile telecommunications in Nigeria's conventional news aggregation and re-dissemination is a relatively recent new media reality in the country. So far, little is known about the character of the ensuing news contents. Even elsewhere, little research has been done to understand the nature of digital media-communication news aggregation for the sake of business-prone re-distributions. In the midst of such new media dynamics, knowledge concerning converging manner of certain news types - such as security is appearing crucial. Besides, studies on the news type delineations are relative convergence dynamics are lacking (Nyam & Olobudede, 2021). Close efforts made by Mdlongwa (2009) tried to unravel the dynamics, potentials and opportunities of digital media adoptions in Africa - not new news media adoptions. Williams-Hawkins (2010) investigated how digital media adoptions can generate alternative media revenue. Even as Willingham (2016) tried to study new media in relation to news concerns, the efforts were dwelled in studying the methods of professionally, spotting out unreliable [fake] news content - amidst the niche personal use of mobile devices and platforms. Similarly, Mutsvairo (2016) researched digital capacities -but the study hinged on interactive values and influence of niche media such as blogs and pod-cast. Indeed, it appears much of the digital mobile news research has focused more on interaction-based digital journalism [which include the likes of news blogging and pod-casting] - this can be observed in the research efforts of Skjerdal (2016), Bruijn (2016), Kperogi (2016), as well as Tshabangu (2019).

Cumulatively, the seeming lack of broader understanding of the nature of potent news information on issues such as security appear to leave scholars of communication, media professionals and even audiences with an exaggerated confidence that new media synergies involving the likes of mobile telecommunications would provide similar quantity of vital information across different media types. The situation in turn has a spiral seeming negative effect underestimation of the role of modern news-type delineations. Hence, limiting the potential value of niche news aggregation,

and re-distribution to a rather niche content-minded contemporary digital news audience Nyam (2021). In view of the foregoing, and taking a clue from a similar research effort by (Nyam & Olobudede, 2021), this article stands to furthermore enhance the role of niche news quantifications amidst subscription-based mobile telecommunication news convergences in crisis laden countries such as Nigeria.

### **Research Questions**

These questions are addressed in this article:

1. What is the degree of 9Mobile SMS security news texts derivation from selected national dailies?
2. How is the quantitative raking of 9Mobile SMS security news text from the selected newspapers?
3. What is the extent of variety of locations in 9Mobile SMS security news texts of selected dailies?
4. How different is The Punch and The Guardian in terms of the 9Mobile SMS security news texts?

### **Review of Literature**

#### **Conceptual Review**

The pointed aspect to commence this conceptual review appears to be readily hinged around understanding the basic nature mobile telecommunications services. The term as used by Nyam (2021) alludes to digital technological-based telephone capabilities which enable regulated profit oriented Digital Information Communication Technologies [D-ICTs] companies to offer phone-based products and or render paid [pre-paid or post-paid] telecommunications services within a given location -such as Nigeria (Nyam, 2021). The question of location matters in telecommunications because of the intricacies it has on aspects such as security, and other aspects of law and ethics. Nigeria's telecommunication systems have evolved from the analogue systems of 1886, when it started (Ajayi, Salawu and Raji, 2013), to very sophisticated digital systems that are now about to become 5<sup>th</sup> Generation [5G] digital mobile telephony.

Interestingly, Nigeria's mobile telecommunications companies such as 9Mobile evolved news text services that can be in the forms of 'simple' SMS [Short Message Service] or MMS [Multi Media Service]. While the MMS news texts are full news stories with more sophistication and can include even videos, pictures, graphs, maps, cartoons and other news-accompanying formats, the SMS is basically a short message that divulges mostly news headlines, not the full news stories. Indeed, news texts are considered as factual and current media contents that are accounts of events, issues, and situations among other realities (Nyam, 2021). Within such broad concept of 'news texts' 9Mobile SMS news texts are also considered in the article. Hence, it is deemed right to point out that comparative quantifications of security news refer to the expectedly factual and current account of security matters that are reported by the conventional media. Consequently, the print medium is one of such media. 'Conventional' is a term that is used to refer to operations that are in line with established norms and indeed regulations. The print media such as *The Punch* and *The Guardian* are considered conventional national dailies media. The media organisations are indeed corporate in nature but are also normatively guided to ascertain and maintain broader mass communication objectives. 'National dailies' is usually a term that connotes country-wide daily information coverage and delivery via printed matter.

Accordingly, *The Punch*, which was established in 1974 in Lagos, Nigeria, is a daily national circulating newspaper. The newspaper is well established and is said to be ethically grounded journalism that looks harder at truth and perspectives, and also hints at significant circulation in Nigeria; the newspaper also affirms to daily but professional depiction of colourful headlines and contents (Nyam, 2021). *The Guardian* [which is part of the profile of mobile telecommunications news synergy with conventional print media], is also a professional journalistic print media national newspaper in Nigeria. *The Guardian* was established on 22<sup>nd</sup> of February, 1983, by Late Alex Ibru. *The Guardian* seem to be renowned for independent daily journalism that is associated with freedom of expression and has high circulation as well. (Nigerian Press Council, 2009).

9Mobile was established as Etisalat-Nigeria. National Bureau of Statistics (2018) points that is the fourth largest mobile telecommunications company in Nigeria. The mobile telecommunication company was incorporated in 2007 and is recognised by Nigeria Communication Commission (NCC). The company has since changed ownership from the initial owners who were based in United Arab Emirate. The current ownership is said to be Teleology Holdings. The mobile digital technological base of 9Mobile is GSM 1800 AND 900MHz bands (Vanguard, 2018). Unlike *The Punch* and *The Guardian*, 9Mobile on the other hand is not a conventional media. This is because the company does not provide information directly let alone information that is gathered by professional media experts. 9Mobile instead provides the products and services that enable personal and corporate communication. However, 9Mobile has gone into news texts dissemination by harvesting conventional news from the aforementioned national dailies and re-distribute same via the company's vast network subscribed digital mobile communication. 9Mobile News SMS are therefore expected to only be derived from the national dailies of the aforementioned newspapers. The consideration given to security serves to nominally understand how a given news content type may be derived from a conventional print media source and accordingly synergised into a non-conventional digital mobile telecommunication and redistributed. The question then arises about relative quantity of content subscribers depending on 9Mobile SMS news texts can expect - for instance in terms of security, which is a topical issue in Nigeria at the moment is a major news interest.

### **Empirical Review**

A content analysis study earlier conducted by Oyewole (2015) on Consistency and Significance of Glo-Mobile SMS News Dissemination in Nigeria, investigated whether Glo news SMS delivery in Nigeria was delivered timely [promptly in the morning belt] and consistently, as well as if purported SMS news text reflected local news stories. Using the uses and gratification theory to frame the abstractions of the study, a census of the Glo SMS news texts were examined for 184 days - starting from March 1<sup>st</sup>,



2013 to August, 31<sup>st</sup>, 2013. The resulting data from the study indicated that SMS news texts from the Glo news service were not delivered promptly in the morning belt 86% - but rather in the afternoon, while only 14% were delivered promptly. Indeed, only 60.9% of the 184 days of study had Glo SMS news texts delivered in the first instance - implying that 39.1% of the 184 were without the Glo SMS news texts.

In terms of locations of the 207 GLO SMS news texts items, local news was dominant - with 65.7%. This means the Glo mobile telecommunication gave prominence to news account from within Nigeria than otherwise. Test of hypothesis in the study showed that  $df1/X^2$  was 22.85, meaning a significant difference in the level of delivery between days with and days without Glo SMS news texts. Furthermore,  $df1/X^2 = 12.613$  also meant a significant different between the local conventional news contents delivered through Nigeria's mobile telecommunications services in the country (Oyewole, 2015). As such, the rounded that GLO SMS news texts contents lack consistency, and in effect limited value to news readers turn news-paying mobile telecommunication network customers. While the level of local news coverage was indeed high and appreciable, the poor prompt delivery of Glo SMS news texts limited the general value of the service (Oyewole, 2015). Some years further after the foregoing research, this current research effort (herein) stands to bring home the point of picturing how other aspects such as level of convergences between the mobile telecommunications news texts and the quantity in the hardcopies of the national dailies that originally contained the conventional of news. This seems deceptively simple because one has to first understand what constitutes news, conventional news, news convergence, news content analysis, and inter-coder variable and relative test. It is on this note that the study by Nyam (2021) came in handy and invaluable for a further secondary analysis.

### **Theoretical Framework**

Theoretically, this research article of construed around the new media theory and development media theory. The first help towards

understanding the bases of media convergence studies and the value of such postulation to a research article of this nature. The new media theory is derived from the inroads of the ‘medium theory’ to ‘second media age’ (Littlejohn and Foss (2009, p.684). The theory was first heralded by McLuhan during an address to educators in Chicago in the 1950s. This means the notion of new media was first muted in relation to the effect of technology on education. Nevertheless, such is the not the direct cause and result of the formulation of the new media theory, but rather the result of further reviews and the internet age that is strongly based on digital tech. Mark Poster subsequently became one of the core proponents of the new media theory -noting in ‘The Second Media Age’ that the internet would become ‘...alternative to the severe technical constraints of the broadcast model, enabling a system of multiple producers, distributors, and consumers’ (Littlejohn and Foss, 2009, p.685). It turned out that it is not just broadcasting but all other broadcast related technological media such as telecommunications. Perhaps predictably, such media-technological realities have morphed further into usual media synergies such mobile telecommunications and even hardcopies. It on the bases of such synergies that this study is premised and advanced towards a conclusion.

Irrespective of the conclusion arrived in this study, the postulation of the development media theory portends those new media synergies would advance the course of development in any contemporary society. The media while expected to deal with issues as relates to the peculiar development agenda of a given nation-state, would invariably tie into the new and better media tools available. On the bases of the foregoing, the notion of how mobile telecommunications news texts services such as those offered by 9Mobile have become the focus in the research article. Indeed, it may be vital to recall that development media theory was considered towards understanding the role of new media technologies for information spread. This is because better information disseminating tools would possibly inadvertently propel media forces to concentrate on information accounts and practices elsewhere -rather than within the local environment (Williams, 2009).

## **Methodology**

This is secondary analysis-based research study article. The method enables the vast amount of data collected by other researchers for a default research purpose to be re-investigated towards enhanced and niche insights Dale (2004). Irwin and Winterton (2011) emphasis that secondary analysis is an established method of research that makes it possible for re-use or further refinement of data collected by other(s) who are different from the secondary analysis researcher(s). The use of contemporary technological-tools for research data collection has enhances huge research data bases and archives -which secondary research method can assist towards publication beyond the aims of the original [primary] researcher and relative primary data. Without secondary analysis, vast amount of data stands to remain reclusive. Besides, secondary research analysis enhances chances of reducing the waste of research data. This is especially because, those who collect contemporary research data may have run out of financial capacity to indulge in further analysis beyond the default aim of the original research (Johnston, 2014).

Irrespective of the value secondary analysis research method, not much literature and research has been conducted on the subject. The situation has accounted for the lack of specific standard, process and steps for secondary research analysis. However, Johnston (2014) mentions some basic steps to imbibe for a more fruitful, standard and ethical secondary analysis. The steps are: development of new research questions that are different from or more nuanced from the those in the original research; identification of the data set towards addressing the secondary questions; evaluation of the primary research data set; ensuring that the secondary analysis-based research purpose is clearly nuances specifically advanced from the original primary purpose -which in turn enables the secondary researcher to note aspects such as population and possible sampling frames and techniques. It is vital to equally note professional details of the primary researcher (where a professional relationship is vital), and also understand the timeframe of the research, context, and ensure to become familiar with all respective documentations that should include details of the primary

research method and instruments of primary data collection and indeed, then raw data sets for verification (Johnston, 2014).

The entire foregoing about the nature of secondary analysis is to justify and the use of such method in this research -especially because all the foregoing details were fulfilled and in consensual harmony with the original researcher. At this point, it is inclining to point that the primary research for which this secondary analysis is based as a content analysis that was designed, implemented and documented by Nyam (2021). The broader primary research -including the content analysis design, was convergence base study that explored the nature of sourced and aggregated conventional national dailies news contents by Nigeria's mobile telecommunications companies, and the relative policy issues. While the original research reported news convergence policy issues after scanning through a collection of 19 news content delineations, this secondary analysis dived into the raw data set and selected security news contents of 9Mobile -one of the mobile telecommunications companies that were studied by Nyam (2021). The essence is to validate the raw data set as well as crosscheck for possible nuanced correlation between The Punch and The Guardian newspapers that also formed the body of the sourcing national dailies, from which the 9Mobile SMS news texts contents were derived. In other words, the 9Mobile SMS news texts were sourced from hardcopies of some The Punch and The Guardian Hardcopies.

Before explaining further, it is vital to quickly recall that Wimmer and Dominic, (2011) do insist on the value of content analysis (which as the primary research method) as a very unique research design especially used by communication researchers to understand the inherent attributes of media contents. The design is more about contents that the effects of contents. The major advantage for the secondary analyst, when compared to the primary content analysis research (among other primary research methods), is that it saves a lot of research time and money. Nevertheless, the major disadvantage of depending on secondary analysis research is that the research content of the original research and the aim of the secondary research may vary. Also, research ethics may be at variance. In the context

of the secondary research conducted in this research, these aforementioned disadvantages were however carefully evaluated and checked towards validity and reliability of secondary data presented in this article. Details of the original content analysis research conducted by Nyam (2021) are elaborated. Indeed, the relative population was based on 360 editions of both the 9Mobile SMS news texts and the conventional hardcopies of The Punch and The Guardian that served as original source to the converging 9Mobile SMS News texts. This implies that there were 90 editions of 9Mobile SMS news texts -as sourced from Punch; 90 editions of 9Mobile SMS news texts -as sourced from The Guardian; 90 hardcopy editions of The Punch as well as 90 hardcopy editions of The Guardian. The sample size was randomly drawn by using a sampling interval of 1:4 [selecting the 1<sup>st</sup> edition from sequence of 4 editions]. As corroborated by Rasul (2009), the emerging sample size of 84 editions [21 editions of 9Mobile SMS news texts -as sourced from Punch; 21 editions of 9Mobile SMS news texts -as sourced from The Guardian; 21 hardcopy editions of The Punch as well as 21 hardcopy editions of The Guardian.

Nyam (2021) had considered a random sampling interval of 1:4 towards content analysis data from 21 editions was considered (Nyam, 2021). Such sample size was confirmed to be adequate because it falls within .05 error [ $\pm 5\%$  = 95% confidence]. The test of validity for news contents on security using Spearman RHO scored 1 [Sum of  $d^2(\sigma d^2) = 0$ ; which implies a perfect positive correlation]. The test of intercoder reliability of the hardcopies (The Punch and The Guardian) showed 100% agreement between two coders, and perfect score of 1 for Scott's Pi, Cohen's Kappa and Krippendorff's Alpha (nominal). The converging 9Mobile SMS News Texts inter-coder reliability scores were between 84 to 100% agreement and 0.67 to score of 1 for Scott's Pi, Cohen's Kappa and Krippendorff's Alpha (nominal). The test was overall conducted across 19 N-Cases -with 38 N-Decisions, while interpretation of results was ascertained according to a scale of  $\leq 5\%$  error = 2 [Reliable];  $> 5\%$  but  $\leq 10\%$  error = 1 [Fairly Reliable];  $> 10\%$  error = 0 [Not Reliable]. As noted

by Nyam (2021), such intercoder scores are within the acceptable margins and are indeed reliable. Details of the results are shown in Appendix I to V.

**Data**

**Table 1: Quantification of 9Mobile SMS Security News**

Sources	Hardcopies			Converging 9Mobile SMS			
	Frequency	%	Position	Frequency	%	Position	Derivation (%)
The Punch	227	13.1	3 <sup>rd</sup>	9	19.6	2 <sup>nd</sup>	4.0
<i>The Guardian</i>	214	10.3	3 <sup>rd</sup>	12	31.6	1 <sup>st</sup>	5.6

**Source:** Content Analysis by Nyam (2021)

Details of data in table 1 implies that both The Punch and The Guardian did quite covered security news. However, when compared to the converging quantity of security news from the hardcopies of the national dailies that served as the original sources to the 9Mobile SMS news texts, is become clearer that the mobile telecommunication news texts coverage was poor. It can be seen that while the hardcopies of The Punch and The Guardian respectively had security news in the 3<sup>rd</sup> position, with 13.1% coverage (227 security new contents) and 10.3% (214 security news items) respectively, the 9Mobile SMS security news quantity is very poor -with derivation rate only 4.0% for The Punch and 5.6% for The Guardian. The quantitative ranking implies that The Punch and The Guardian made security news contents a priority but poorly derived the said news contents from the original sources [the hardcopies of the national dailies serving the conventional news]. Using the relative data in table 1,  $X^2 = 0.65$  at df1 was  $>0.05$  [No significant difference between The Punch and The Guardian as far the 9Mobile SMS news texts derivations were concerned]. Also,  $X^2 = 0.47$  at df1 was  $>0.05$  [No significant difference between The Punch and The Guardian as far the 9Mobile SMS security news texts deliveries were concerned].

**Table 2: News Locations of 9Mobile SMS from Selected National Dailies**

News Categories	<i>The Guardian</i>		<i>The Punch</i>		Average (%)
	Frequency	%	Frequency	%	
Local News	32	84.2	39	84.8	84.5
International News	3	7.9	2	4.3	6.1
Foreign News	3	7.9	5	10.9	9.4
<b>Total</b>	<b>38</b>	<b>100</b>	<b>46</b>	<b>100</b>	<b>100</b>

**Source:** Content Analysis by Nyam (2021)

In table 2, data show that local news contents dominated 9Mobile SMS news derivations security. This was the case for both The Guardian and The Punch; with 84.2% 84.8% respectively. This indicates that as far as security news was concerned, the digital mobile telecommunications converging news service emphasised local content derivation above other news locations.

**Table 3: Locations of 9Mobile SMS Security News Texts and Quantitative Positions**

SMS Converging Newspaper	Local		International		Foreign	
	(%)	Position	(%)	Position	(%)	Position
<i>The Punch</i>	20.5	2 <sup>nd</sup>	0	Nil	20	2 <sup>nd</sup>
<i>The Guardian</i>	37.5	1 <sup>st</sup>	0	Nil	0	Nil

**Source:** Content Analysis by Nyam (2021)

As shown in table 3, security was top priority 9Mobile SMS news texts deliveries. The news content type was second most convergently delivered 9Mobile SMS news texts. Based on the news locations, security

news content was 2<sup>nd</sup> highest 9Moible SMS local news texts contents from The Punch (20.5%) and highest local news texts contents from The Guardian (37.5). In fact, as much as international and foreign security news was covered, 9Mobile SMS news texts had nothing; but 9Mobile SMS from The Punch had 20% international security news texts. This further shows that when compared to other conventional news content delineations that were derivations by 9Mobile SMS news text service in Nigeria, security news texts contents were indeed given digital mobile telecommunications converging news priority.

### **Discussion of Findings**

Though the overall level of 9Mobile SMS news texts derivations from the selected national dailies was very poor, it is quite refreshing that the newspapers [The Punch and The Guardian] did quite give security news top attention among other news content types. This further cement the feeling that security is always going to be topical to development in Nigeria (Igbogo, 2015; Transparency International, 2020). This points to the understanding that high penetration of mobile telephony in Nigeria (Forenbacher et al, 2019), which has resulted into media-based news businesses (Nyam, 2021). As a matter of concern, such findings cast doubt about the viability of new media sources for conventional news, and tends to negate the postulation of new media theory that emerging media and communication avenues are expectedly advantageous (Littlejohn and Foss, 2009). While Williams-Hawkins (2010) hitherto acknowledge the role of digital media technologies for enhance media revenue, professional information value chain needs to be established. The increasing blurry line of media synergies (Sociology Central, 2011), should not become a veil for deceived impression of digital media value.

The foregoing perspective is even vital because details of data analysed indicate that the delineation and study of converging mobile telecommunication news content types can expose certain strengths and weaknesses of contemporary media convergence in developing nations such as Nigeria -where new media polices are currently lagging behind. Indeed,



findings in this research showed that 9Mobile SMS news derivations from The Punch and The Guardian were actually similar  $X^2 = 0.65$  at  $df1$  was  $>0.05$  [No significant difference] and  $X^2 = 0.47$  at  $df1$  was  $>0.05$  [No significant difference between The Punch and The Guardian as far the 9Mobile SMS security news texts deliveries]. Especially that 9Mobile is one of the famous mobile telecommunication companies in Nigeria (National Bureau of Statistics, 2018). While the attention given to security [as 1<sup>st</sup> and 2<sup>nd</sup> among other news content types] is commendable, it is not enough to excuse the very poor level of overall news texts derivations from the original hardcopies of the selected newspapers. Nevertheless, the attention given to local news contents is commendable. The findings corroborate those of Oyewole (2015) who found Glo-Mobile SMS news services to be mostly about local contents but lack consistency in overall delivery. Such poor level of delivery stands to affect the developmental expectations that are constructed via development media postulations. Though, it ought to be noted that the seeming neglect of international and foreign security news by the converging 9Mobile SMS news also stand against the expectation for broader developmental mind-set that has been made possible in a digital world (Williams, 2009).

## **Conclusion**

Much of the digital mobile telecommunications news services in Nigeria are still under-developed and mostly about convincing money out of the pockets of unsuspecting enthusiast of contemporary portable and convenient news access on mobile devices. This position is so far substantiated in the evaluation of 9Mobile SMS security news texts quantities derived from The Punch and The Guardian national newspapers. Mobile telecommunications news texts services, no matter how inconsistent, still give-off the notion of being able to profile topical issues in Nigeria. The services have the potential (if not promise) of giving mobile telecommunication news subscribers the notion of what is trending and considered to be critical by the conventional media in Nigeria. The foregoing can be seen in the manner which security news is given top priority among other news contents in the selected Nigerian national dailies.

In fact, there is a poor mix of news content according to location of news events. Local news was given more attention than any other news location. While this may seem an action in the right direction, news synergy from the conventional media would ordinarily imply that mobile telecommunication subscribers will be given the benefit of doubt to expect news contents from any part of the world.

### **Recommendations**

The mobile telecommunications news services in Nigeria can actually be better. Much of the digital mobile telecommunications news services in Nigeria appear to be without policy. Converging conventional media ought to advocate for a more computerised, niche and or purpose-driven news deliveries that will not just be consistent and encompassing but delivered promptly. New media and communication researchers should indulge further studies on convergences between conventional and non-conventional digital mobile telecommunications industries. This is because the digital mobile telecommunications are the hinging point for digitally dependent economic and socio-political and cultural development in a contemporary world.

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## **Evaluation of Social Media on Dressing Habits of Selected Tertiary Institution Students in Lagos State**

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### **Abstract**

*This study evaluated the influence of social media on the dressing habit of students in selected tertiary institutions in Lagos State. The essence of this study was to evaluate the extent tertiary institution students are involved in this virtual world of social networking in Lagos State and the effects of these sites on students dressing habit. Previous studies have established that students use social media to share information and for enhancement of their social outlook. However, few studies have focused on how tertiary institution students enhance their sociality particularly on how social media enhance their dressing choice and patterns. Therefore, this study examined the most accessed types of social media and the extent by which the social media influence dressing habit. The theory of Media Dependency was used to anchor the study. The descriptive research design was adopted for the study while survey method was adopted to gather data and questionnaire was used to generate information. The study adopted random sampling technique in selecting the tertiary institutions which eventually favored Lagos State University and Lagos State Polytechnic. In all, 200 respondents were purposively selected. The study revealed that Facebook is the most accessed social media sites among the selected tertiary institution students. The study also found out that students spend at least three hours and above daily on social media which expose students to dressing trends, poor grammar and violence. The study found out that the social media highly influenced the dressing habit of students. Therefore, the study recommends a need to enlighten students on the use of social media in propagating societal values and virtues. The study further recommends the need for monitoring of students dressing habit in order to curb indecent dressing in the society while tertiary institutions should intensify programs that sample opinions of Nigerians on dressing habit of students especially the female gender.*

**Keywords: social media, dressing habits, indecent dressing**

## **Introduction**

Social media are veritable tools of mass communication, which cut across national and cultural boundaries with wide and fast distributing networks internationally. Social media are seen as source of entertainment and education as well as conduit for promoting Nigerian culture. Most of these media sites are designed to fulfill all aspects of life which include fashion, politics, music, sport, education amongst others. Social networking sites are modern interactive communication channels through which people connect to one another, share ideas, experiences, pictures, messages and information of interest. Social media is indeed a fascinating one for Nigerians, especially the youths. This is not surprising as it is generally acknowledged that the youths by nature are more disposed to social communication technologies. Social media sites such as Facebook, WhatsApp, 2go, Badoo, Myspace among others, provide instantaneous access to information to youths at all times. In the same vein, almost two third of the youths in Nigeria use social media to connect to millions of people all over the world. Notwithstanding, the benefits of social media on youths, it has inadvertently given rise to moral decadence in Nigeria, especially among tertiary institutions students. Ibrahim (2012) points out, that students sometimes abuse the socializing tools by neglecting the informative and educational benefits that social media has to offer instead. Nche (2012) reveals that one of such exhibitions affects matters of immorality displayed by youths in our schools today. Things they learnt not from school, nor parents, but from social media because it has no restrictions.

In Nigeria, tertiary institutions have been battling with this serious challenge of how students appear on campus and attend school functions. Many institutions tried adopting measures such as dressing code in order to curtail such dresses which institution feel is absolutely inappropriate to wear in public, these dress sense gives the authority a source of concern. These students attend lectures with garments that expose sensitive body parts likes low necklines showing their burst, skinny jeans trousers below waistline which is tight-fitting down to the ankle and skimpy tops revealing their

pants. The male students wear T-shirts with jeans hanging below waist line (sagging) due to short crotch of trouser and fastened tightly at the middle of the two bottom lobes revealing their boxers and sometimes they could also have what is known as “carrot trousers” (pencil cuts) which takes the same form with that of the ladies (very tight from waist to their ankle). This pattern of dressing has made some students never to be seen as responsible due to the fact that it reveals their body contours which are provocative. Students most times, expose a lot of figure faults which hardly makes them look appreciable thereby defeating the essence of clothing (concealing figure faults). In the evolution of digitalization, the importance of social media as a medium of communication is esteemed all over the world. Undergraduates are continuously exposed to media including the broadcast and interactive media. Broadcast media includes television, radio, movies while interactive media includes social media and video games in which users can both create and consume different contents. Over one million audiences of social media are affected one way or another by the subjects treated on the social media. Both traditional and social media can provide exposure to new ideas, information, creating awareness of current events and fashion trends. These media portrays message that have influences on the viewer’s especially their mode of dressings.

In discussing the influence of social media on the dressing habit of students in tertiary institutions in Lagos State, it is important to mention discourses on media influence and this is because, social media are a mode of media transmission. In all of researches, the area of media influence appears to be most contentious. To some, if the media have no influence on the society is there any realistic justification for their continued existence? To others, if the media do have influences on the thought process and behaviour of man, should they take responsibility for the emergent foibles and discomfiture of a man in the society?

This concern on media influence has led to the development of different communication theories and this attempt to explain the relationship between communication messages and their influences on the respondents. O’Rorke (2006) and Wogu (2008) argue that audiences are more likely to emulate



models of behaviour seen on the media if they expect to receive gratification from emulating another person".... Behaviour is influenced not only by personal or live models but by those presented in the social media". (O'Rorke,2006:72)

Analyses on media influence continue to show that the media have influence on the pattern of behaviour of its audience (Uwakwe,2010;Okunna,1999). Okunna ,years that because of their special power to affect the way people think, feel and behave, the social media have been credited with incredible persuasive ability to change attitude and behaviour (1999:161).Culturally, media influence could be in the area of language, behavioural response, pattern of eating and dressing.

Adolescents and young adults have long recognized the significance of clothing. To signal, connectedness and to distinguish themselves from others, groups of young people adopt styles of dress that express their particular distinct identity. Odeleye (2000) observed that in making clothing choices, adolescents are demonstrating awareness that a style or mode of appearance has meaning. Rowland-Warne (1992) also corroborated this by asserting that clothing in any culture is a means of communication. This assertion, point to the fact that clothing conveys messages when members of a society who share a given culture have learned to associate types of clothing given customary usage. Through this customary association, certain types of clothes become symbols of mood, social role, socio-economic status or political class. In the recent time, it has been observed that a change is occurring in the mode of dressing and clothing style of the adolescents. This change as observed is noticed both in the rural and the urban area of the society especially students in tertiary institutions. It is a common knowledge that with respect to our Yoruba culture in the Western Nigeria, the mode of dressing and clothing is such that a young woman wears iro, buba and gele while the young man puts on buba, sokoto and fila. The observed little change or shift noticed in the past has the incursion of European mode of dressing brought about by the colonization of the Nigerians by the Whites which made young woman to wear skirts and blouse or gown while young man clad in a combination of shirt and

trousers. But amongst the adolescents, there is now a new mode of dressing and clothing. The adolescents are desperately veering from the past mode of dressing be it the original Yoruba mode of dressing or the type of dressing brought about by colonization. The adolescents' way of dressing has departed totally from the past. They dress weirdly and embarrassingly. The female adolescents mostly dresses half nude; they prefer to wear trousers and skimpy shirts or tee-shirts that reveals their tummy, body hug which shows all the contours in their body frames or mini-skirt with a see – through tops while the boys although till wears shirt and trousers but which are always in various bigger sizes compared to their nominal sizes. This observed clothing habit is not limited to a specific class of adolescents. It cut across the entire socio-economic status, irrespective of their educational level and status.

### **Objectives of the Study**

This study tends to achieve the following research objectives;

1. To investigate the social media which tertiary institutions students access most.
2. To find out how the social media influence the dressing habit of students in selected tertiary institutions students.
3. To ascertain ways by which social media influence the dressing habit of students in selected tertiary institutions.
4. To find out the influence of dress code in selected tertiary institutions on students dressing habit.

### **Research Questions**

The following research questions guided the study:

1. What is the most accessed social media among students in selected tertiary institution?
2. To what extent do social media influence the dressing habit of students in tertiary institutions?
3. In what ways do social media influence the dressing habit of students in selected tertiary institutions?

4. What is the influence of dress code on students dressing habit in selected tertiary institutions?

## **Review of relevant Literature**

### **Social Media in Nigeria**

The social media dates back from the late 1970s, it has passed through many changes to be the means we currently have. The social media made its first small step that might be considered to be the foundation of the way to power worldwide was made in 1971 when Ray Tomlinson successfully exchanged a message between two computers set close to each other. In 1978, the construction of the first social media built by Randy Suess and Ward Christensen was observed which was called Bulletin Board System (BBS). After a presentation, that these two men have created the first post about the event, the occasion is thought to be the beginning of virtual community.

In 1994, people could use Geocities, the first service for web hosting. John Reznar and David Bohnett created this service which allows users to create their own websites. In 1995, TheGlobe.com and classmates was launch, they were created for private needs like communication with friends, publishing of content and other means of interaction. The year of 1997 was marked by engagement of a new constituent called six Degrees. This service made it possible to create a profile and add friends to it. A real breakthrough at that time happened in 1999 .Two more services saw the world live journal and blogger ,these facilities ensured a possibility to communicate with friends, share information or write some data through a journal or blog. In 2002 another means of communication with people around the world came to be called friendster. A year later, in 2003 the world of technologies was expanded by three more participants such as LinkedIn, Myspace and WordPress. In 2004, Mark Zuckerberg presented its creature called. The Facebook which aimed to provide the necessary information for the needs of college students. In 2005, Chad Hurley, Steve Chen and Jawed Karim created the YouTube which was presented to the public and the main function of the platform is uploading and sharing of videos. After YouTube production, a new social network penetrated the life of users in 2006 which is known as the Twitter. The users got an opportunity to exchange and share

messages including 140 symbols which were called tweets. In 2011, a big Google corporation presented Google+, a new product which offered a chance exchange not only information but also to run your own video chats. The year 2012 was a start for Pinterest the first social scrapbooking which allows users to create and share albums with their pictures.

### **Social Media Access in Nigeria**

Social Media are media that allow users to meet online via the Internet, communicate in social forum like Facebook, Twitter, etc, and other chat sites, where users generally socialise by sharing news, photo or ideas and thoughts, or respond to issues and other contents with other people. Social media is a compilation of online platforms and communication channels that are used by people to share information, profiles, assumptions, observations, perspicacity, apprehension and media itself, it facilitates communication and interactions between different groups of people from all across the world. Common examples of social media are the popular social networking sites like Facebook, Myspace, Youtube, Flickr, etc. Social Media is an interactive media format that allows users to interact with each other as well as send and receive content from and to each other generally by means of the Internet. Social media are technologies that facilitate social interaction, make possible collaboration, and enable deliberation by stakeholders across boundaries, time and space. These technologies include: blogs, wikis, media (audio, photo, video, text) sharing tools, networking platforms (including Facebook), and virtual worlds (Bryer and Zavatarro, 2011). The rise of social media sites as another platform on the internet has gained popularity over the last decade. The sites have attracted millions of users worldwide (Boyd, & Ellison, 2007) due to this fact many people are changing the outlets where they search for news, information, business and entertainment. These social media sites let those who use them create personal profiles, while connecting with other users of the sites. Users can upload photographs and post what they are doing at any given time. (Pempek, Yermolayeva, & Calvert, 2008). The social media by their nature have the capabilities of educating, informing, entertaining and inflaming the audience. Above all, they possess a contagious and outreaching influence which the conventional

media lack. This potential is most likely what Osahenye (2012) refers to as “unstoppable power of the social media. Abubakar, (2011), posits that social media, which include blogs (political Blog), networks (Facebook, Twitter, etc.), video sharing (YouTube) audio sharing (Podcast), mobile sites (2go etc.), image or picture sharing (flicker), etc. have the capacity of boosting participation because of their open, conversational nature, connectedness and textual and audio-visual characteristic appeals

The internet penetrated Nigeria in 1996 after the Nigerian communication commission (NCC) agreed to give license to 38 internet services. The first internet provider in Nigeria was link service limited, it started operation on January 1, 1997. During the period from 1996 to 2000 the world of Nigerian internet technologies was accessed by such providers as skannet, PINET, linkserve, Steineng, cyberspace, infoweb hyperia etc. Numerous exchange points were built throughout Nigeria years later. Many blogs and other social media platforms have been created since then, there are some like Eskimi which is still popular to a certain extent today. South Africa owned 2go which did make a good social media although it is very unpopular in the country as of today.

Nigerians uses social media platforms like Facebook, Twitter, WhatsApp, Instagram and these social media shapes the social media history as a whole in Nigeria.

### **Types of Social Media Sites**

Tertiary institutions undergraduates are exposed to Communication media whether pen and paper, phone calls, Facebook, Instagram or Twitter can exacerbate or alleviate the perils of teenage life, or even do both at the same time. But today’s social media has the potential to amplify age-old anxieties and rites of passage in ways that yesterday’s communication media did not by opening once-private exchanges for an entire school to see, adding photos and videos to words, allowing an entire community the chance to comment on what is seen or heard or said online, and by maintaining a permanent record of all those interactions (Boyd, 2007). Yoo (2000), observed that the types of social media or network subscribed to by an

undergraduate such as Facebook, Whatapp, Instagram ,2go and Myspace exerts influence on him or her to visit the internet. Using social media like Facebook, Instagram and Twitter has become part and parcel of modern undergraduates.

### **Factors that Motivate Students to Use Social Media**

According Boyd (2007) they are many factors that motivate students to use social media. In a research carried out by Christianet.com (2012), pointed out that social media provide an outlet for teens to express themselves in their own unique ways. Amada (2006) opined that two third of all social media users cited family as their major reason for the use of these tools. Similarly, Nicole (2007) agrees that social media helps them to keep up with existing friends and reconnect with old ones. Seven out of ten users said that they use social media to connect with current friends while half of the youths agreed that they use social media sites to connect with their old friends. Plant (1996) agrees that students consider these sites as a way of sustaining their friendships and they can also overcome the geographical limitation of association, while 82% use the sites for their academics. Amada (2006) cited that in United States, the findings are similar; the research found out that social media sites facilitate youths to update others about their activities and whereabouts; similarly, youths report that number of individuals in their contact list is important because it is often used as an indication of being socially involved with others. Kenneth (2012) stated that youths are involved in use of social media sites because of social interaction with peers. It provides a forum for learning and refining socio-emotional skills, thus through interaction with peers, youths learn how to cooperate and satisfy their growing needs for intimacy. Similarly, others agree that social media encourages them to link to known and likeminded individuals whose profiles exist on the sites or to invite unknown likeminded individuals to join the sites and enable them to establish and maintain contact with other users. Latinos (2003) agreed that among social media users as a whole, the ability to read comments by public figures such as celebrities or politicians does not come into play as a major factor. Similarly, three quarter of users say that this plays no role whatever in their

decision to use these sites. Aaron (2010) stated that connecting with public figures has a relatively impact on users across a range of groups both in American and African.

A study by Ezeah, Euphemia, Asogwa and Obiorah, (2013) conducted in 2013 to find out students' use of social media revealed that students view social media for the purposes of leisurely entertainment, to watch films, to expose themselves to pornography, discuss serious national issues like politics, economy, and religious matters on the new media. Nigeria, a country with population of 167 million people (census 2006), 115 million mobile telephone subscribers and 56 million internet users, has been described as the biggest internet and mobile market (NCC 2013). Today in Nigeria there are over 1000 social media networking sites, which include social, educational, entertainment and gossip, fashion etc. One common feature of most of these sites is that their names are usually associated with a tag name Naija or Nigeria. The mass appeal of social media on the internet could be a cause for concern, particularly considering the gradually increasing amount of time youths spend online. In Nigeria, undergraduates spend more time on Facebook, Twitter and International Conference on Communication, Media, Technology and Design 24 - 26 April 2014, Istanbul – Turkey 303 other social media sites through smartphones that are now in abundance among them and most of them cannot go for two-three hours without checking and updating their profiles on these social networks even at the detriment of other activities such as educational and care.

### **Dressing Habit**

Students in tertiary institutions have long recognized the significance of clothing even before they enroll into tertiary institutions, to signal connectedness and to distinguish themselves from others, students adopt styles of dress that express their particular distinct identity. Odeleye (2000) observed that in making dressing choices, students are demonstrating awareness that a style or mode of appearance has meaning. Abiodun (2010) also observed that discourses of modernity and civilization as propelled by globalization through the acceleration of Information Communication

Technology (ICT) have spread different modes of dressing across the globe and this has emanated nudity in the society especially students who use the social media platforms in their day to day activities. Dressing is seen as a culture but differs in each society which has ---pattern that suit their taste therefore, there should be proper consideration for the original Nigerian culture in the adaptation of foreign dressing among tertiary institutions students. Our fashion choices are not just dictated by vogue, our sartorial tastes come from a subconscious place, it is unsurprising that parents or the people we grew up with affect our choices just as they affect mannerisms, behaviour and personality. It could be an emotional reason for dressing differently, sometimes it is just good old fashioned advertising leaking into our porous and impressionable little brains. The mere exposure effect works on the basis that, the more you see something, the more you are exposed to something, the more likely you are to act with a positive reaction without knowing why you did it. In essence, if you see some crazy new style in a shop window, only those with an interest in fashion or a sense of adventure are likely to buy it immediately. People also dress differently due to the nature of their job, a fashion editor, It consultant is likely to dress a certain way.

Our clothing can signify religious beliefs (a nun's habit, a Hassidic Jew's apparel, a Muslim abaya), a significant event in our lives (a wedding dress, mourning clothes, prom outfit), or our sense of belonging to a subculture (Scouts uniform, sports team wear), and our activities (work uniform, sportswear). We can also look at historical trends through the changing views of what is deemed "acceptable" clothing. In some societies, it used to be unthinkable for women to wear trousers, or for people to venture outside without a hat, but over time these social "rules" have changed and both are now common. In other societies, those norms are still in place, and in others still, they never existed in the first instance. Social and cultural values such as modesty and decency are deeply linked with our clothing.

The length of shorts or skirts, ripped jeans, exposure of certain areas of the body.... these are all subject to differing perceptions and judgments by various cultures around the world. Similarly, how clothing is worn is a



matter of social norm, e.g., a shirt tucked in or not, removing shoes on entering a house, removing a suit jacket during a meeting. The wearing of certain colors can be laden with meaning too. A color that is seen as fortuitous in some countries can signify death or bad luck elsewhere. For example, wearing bright colors in a business environment in India is viewed positively, but elsewhere (such as Russia), bright colors may be interpreted as lacking in professionalism and damaging to one's credibility.

I am sure most of us have experienced the uncomfortable feeling of being over or underdressed in a social situation. When visiting, living in and working in a foreign country, it is essential to understand dress codes and the norms around clothing in that country. How are you expected to dress for work? Are there any items of clothing that are considered inappropriate or immodest? If invited to someone's house for dinner, should you dress up, or down? Understanding and adhering to the expectations around clothing can help make a great first impression. Dress codes are often unwritten, but crucial to feeling comfortable in another country.

In the process of modernization it can hardly be limited in scope and problem, from social, economic, cultural and so on. The clothes worn by someone have hidden meanings and messages, even clothes no longer only function as protectors but also to show their social status in society. If you look at the traditions and customs of different regions, you can also know that clothing and its use is growing, namely clothing that is used for everyday activities and clothing that is worn on certain events, complete with veiled messages on the clothing.

On the other hand, fashion can also distinguish one's position and status in society. Not to mention the makeup that is always present. In general, makeup done by many people is inseparable from the outlook on life and the prevailing beliefs in society. We can pay attention to this in the behaviour of people in the interior who decorate their ears to large holes. The foregoing is evidence of how closely the influence of cultural values, customs and views of life on the fashion form that develops in the community in the area. Clothing was originally designed as a way to protect ourselves from cold

and other elements. Since that time period, clothes have developed not only become an extension of our personality, but as a status symbol which is better than individuals who wear fine cloth and jewelry rather than poor. Today, while clothing that is still used as a status symbol, it is easier to create a higher-status appearance by using the clothes you wear to accentuate your body in a way that reflects people with higher status.

How to dress, dress up, and physical appearance is often the basis for first impressions, which are relatively long-lasting, even the glasses can influence other people's perceptions of usage.

Sometimes we dress to impress others, to be more like them, or if we wear clothes that are contrary to the norms held by a group of people to express our rejection of their values. Clothing is a part of unity that cannot be separated from social life. In the personal dimension, clothing becomes a medium to explore expressions and ideas that sometimes appear in abstract forms. Tajuddin (2012) notes that through the socio-cultural dimension, clothing is used as a medium of communication, promotion, and even the formation of ideology. Various problems that arise in social life can be reflected through clothing products, so that the formulation of communication between users, connoisseurs, and clothing creators is formed systematically. Clothing products as a visual manifestation of cultural products are often used as markers and social identities for the social community. Symbols of discrimination, adoration, characterization and blasphemy appear along with the circulation of clothing products. Discourse on clothing is not a simple matter in the social cultural context; religion, morals, ethics, and art. This paper, in its limitations, with semiotic, communication, aesthetic and religious perspectives, to describe the socio-cultural dimension of dress style.

Clothing in the area of the formation of personal or community ideology is a stylish dimension. This stylish order and guidance is often interpreted as an attempt to express desire and recognition of identity in the context of social life. Uncontrollable expression in style, encouraging some personalities to provide comfortable or not-appropriate clothing boundaries, or not, to be

displayed to the general public, at least in their social community. Limitation of this style of dress, which is often seen as irregularity to be accepted and placed in a particular culture. Contradictions and questions related to religious, moral, and ethical values in responding to art products “clothing” appear in a different manner. On the other hand, the occurrence of distortion of the meaning of clothing as a basic need becomes clothing as a luxury need for style. Of course, it is not immediately the clothes in question as a source of complexity, there are media roles “advertisements”, industries “creators”, communities “users and creators”, as well as social institutions “government and its tools” that shape the turn of clothing into products that regulate its users.

### **Social Media Influence on Students Dressing Habit**

Omede (2011) notes that indecent appearance has come to characterize the dress pattern of many students on the campuses of higher learning in Nigeria. There is hardly any higher institution of learning in this country that is not faced with this nauseating problem. The way students on these campuses of learning particularly, the female ones, dress seductively leaves much to be desired. What the girls call skirts that they wear is just “one inch” longer than their pants. When they put on such dresses, they struggle to sit down, find difficulty in climbing motorbikes, cross gutters as well as pick anything from the ground. These students copy dressing seen on the social media platforms which are mostly different from their traditional norms and values. In a clinical analysis of New York Fashion week, psychologist Baumgartner (2012) noted that the brain loves new things, especially trends because they are quick flashes of novelty. Much like repainting a room, or buying new furniture, the purchase of a new, trendy item allows for reinvention and the purchase of a wearable trendy item allows for self-reinvention (Baumgartner;2012). Also, as noted earlier, fashion is constantly being influenced by its’ surrounding environment- be historical events, technological advancements, or changing social roles and sporting this fashion is a means of expressions. A stylist Jill Marinelli (2012) states, “All dress choices are internally motivated and can be analysed to reveal the inner self. Trends chasing is often motivated from a

desire to fit in, feel current, and masks insecurities. These ever-changing dressing habits dictates never allow for a concrete identification of your look, your preference, and ultimately the message you want to put forth in the world”. In essence, the way one chooses to dress is a reflection of their truest self (Militano 2020). Much like fashion, social media is another outlet to express oneself. However, this means of expression occurs in cyberspace. There are many underlying threads that link the two together. For example, the psychological aspect to present oneself in a certain way exists in both outlets. People dress a particular way to present themselves to the world in that manner, analogous to the way users may arrange his or her Facebook page, Twitter account or Instagram. Additionally, the desire to fit in and be included presents itself via fashion and social media. Consumers of fashion want to be a part of the latest trend and receive accolades from peers, much like users of social media want their “friends” or “followers” to like and comment on their posts. Finally, the idea of appealing to the masses is also something the two outlets hold in common. According to ITU (2012) today, there are over 1 billion users of social media and minority gaps are virtually non-existent. Surprisingly enough, not using social media now typically equates to an heir of elitism, not the inability to access it, as in the past.

### **Theoretical Framework**

This study was anchored on Media Dependency Theory. The Media dependency theory is a systematic approach to the study of the effects of mass media on audiences and of the interactions between media, audiences and social system. It was introduced by the American communications researcher Sandra Ball Rokeach and Melvin De Fleur in 1976. The theory focuses on the factors that influence media effect and the context in which the power of the media becomes strong or weak. The theory explains the relationship among individuals, groups, organizations, social systems and the media system from an ecological and multilevel perspective. The theory explains that the relations in a society bring about cognitive, affective and behavioural effects.

Dependency theory conceives of dependency as a relationship in which the fulfillment of one party needs and goals is reliant on the resources of another party. A main focus of the theory is the relationship between media and audiences. In industrialized and information-based societies, individuals tend to develop a dependency on the media to satisfy a variety of their needs, which can range from a need for information on a political candidate's policy positions (to help make a voting decision) to a need for relaxation and entertainment.

In general, the extent of the media influence is related to the degree of dependence of individuals and social systems on the media. Two of the basic propositions put forward by Ball-Rokeach and DeFleur (1976) are:

- (1) The greater the number of social functions performed for an audience by a medium (e.g., informing the electorate, providing entertainment), the greater the audience's dependency on that medium, and
- (2) The greater the instability of a society (e.g., in situations of social change and conflict), the greater the audience dependency on the media and, therefore, the greater the potential effects of the media on the audience.

The theory is relevant to the study because it looks at the effect of the media on audiences which is the behavioural response to dressing habit.

## **Methodology**

### **Research Design**

The descriptive research design was adopted for the study. The design was adopted because the study seeks to explain the rationale behind the influence of social media on dressing habit of students in selected tertiary institutions in Lagos State. The study adopted quantitative method of data gathering to survey the opinions of tertiary institutions students in Lagos State to ascertaining the utilitarian influence of social media on dressing habit. Therefore, questionnaire was used to generate detailed information from the research respondents.

### Sampling and Sampling procedure

The population of the study comprised students in selected tertiary institutions in Lagos State. Random sampling technique was adopted, since the population comprised students in selected tertiary institutions in Lagos state that might be difficult for the researcher to reach out to all research respondents. Therefore, two tertiary institutions were selected using random sampling technique and purposive sampling was used for the selection of faculties and departments respectively. In all, a total of 200 questionnaire was shared equally among the institutions for 200 respondents.

**Research Question 1:** What is the most accessed social media among students in selected tertiary institutions?

Table 1 showing preference of students of social media use

Institution	Category	Frequency (N)	Percentage (%)
LASU	Facebook	23	11.5
LASPOTTECH		27	13.5
LASU	Twitter	12	6
LASPOTTECH		20	10
LASU	Instagram	24	12
LASPOTTECH		20	10
LASU	Whatsapp	23	11.5
LASPOTTECH		21	10.5
LASU	Youtube	15	7.5
LASPOTTECH		15	7.5
LASU	<b>Total</b>	<b>200</b>	<b>100</b>
LASPOTTECH			

Source: field survey, 2021

**RESEARCH QUESTION 2:** To what extent does social media influence the dressing habits of students in selected tertiary institutions?

Table 2 showing the extent social media influence students dressing habit

<b>Variables</b>	<b>Institution</b>	<b>Category</b>	<b>Frequency</b>	<b>Percentage %</b>
Do you follow dressing habit on social media	LASU	Yes	89	44.5
	LASPOTECH	Yes	92	46
	LASU	No	11	5.5
	LASPOTECH	No	8	4
Do you observes latest dressing trends	LASU	Yes	88	44
	LASPOTECH	Yes	94	47
	LASU	No	12	6
	LASPOTECH	No	6	3
Social media helps in acquiring information's about dressing habit	LASU	Yes	92	46
	LASPOTECH	Yes	97	48.5
	LASU	No	8	4
	LASPOTECH	No	3	1.5

*Source: field survey, 2021*

**Research Question 3: in what ways does social media affect the dressing habit of students in selected tertiary institutions?**

Table 3 showing how social media affect dressing habit of students

Variables	Institution	SA	(%)	A	(%)	N	(%)	D	(%)	SD	(%)	Total	(%)
Social media has dual effect on students dressing habit	LASU	40	20	30	15	25	12.5	3	1.5	2	1	100	50
	LASPO-TECH	40	20	34	17	15	7.5	3	1.5	2	1	100	50
The following: Celebrities, parents, Fashion trends, self-identity and peer group influence students dressing habits	LASU	48	24	12	6	24	12	6	3	10	5	100	50
	LASPO-TECH	30	15	40	20	16	8	8	4	6	3	100	50
Students emulate dressing habit seen on social media	LASU	30	15	44	22	15	7.5	10	5	1	0.5	100	50
	LASPO-TECH	34	17	40	20	5	2.5	10	5	11	5.5	100	50
There is indecency in dressing habit of students who are expose to social media	LASU	20	10	42	21	35	17.5	1	0.5	2	1	100	50
	LASPO-TECH	16	8	28	14	55	27.5	3	1.5	8	4	100	50

Source: field survey, 2021



**Research Question 4: How effective is the dress code on students dressing habits in selected tertiary institutions?**

Table 4 showing influence of dress code on students dressing habits in tertiary institution

Variables	Institution	SA	(%)	A	(%)	N	(%)	D	(%)	SD	(%)	Total	(%)
Students are pleased with the introduction of dress code	LASU	40	20	38	19	17	8.5	1	0.5	4	2	100	50
	LASPO-TECH	38	19	44	22	13	6.5	3	1.5	2	1	100	50
Students dress according to the dress code of their institution	LASU	15	7.5	36	18	34	17	5	2.5	10	5	100	50
	LASPO-TECH	25	12.5	40	20	30	15	1	0.5	4	2	100	50
Students are of the opinion that modesty is defined through dressing	LASU	39	19.5	42	21	10	5	2	1	7	3.5	100	50
	LASPO-TECH	51	25.5	38	19	8	4	0	0	3	1.5	100	50

Source: field survey, 2021

**Summary of Findings**

The summary of the study findings are as follows:

Majority of the respondents access the social media spending 4 hours and above per visit.

The respondents who are students of LASU and LASPOTECH agreed that the Facebook is the most accessed social media site.

The study found out that most of the respondents are influenced highly by the dressing habit seen on social media. The social media possess a contagious and outreaching influence which the conventional media lacks.

The study also revealed that the social media affect the dressing habit of students because it helps them to showcase quality pictures to impress

friends, to have pleasant comments on their dressings and to conform to the latest dressing trends at a particular time.

The study shows that students of LASU and LASPOTTECH are pleased with the- Introduction of dress code because it has helped to curb indecent dressing among students and also prepared them for dressings to fit into corporate gatherings among others.

### **Discussion of Findings**

Findings revealed that more respondents agreed that they are exposed to social media. Findings shows that 91% of the respondents agree that students in selected tertiary institutions access social media. According to history, Facebook, YouTube, Twitter and many other platforms define many of our daily habits of communication and creative production. The culture of connectivity studies have revealed that social media in the first decade of the twenty-first century up until 2012, providing both a historical and a critical analysis of the emergence of major platforms in the context of a rapidly changing ecosystem of connective media. Such history is needed to understand how these media have come to profoundly affect our experience of online sociality. This finding agrees with Akoh (2011) in assessment of influence of social media in selected secondary school in Zaria Kaduna State which contends that the use of social media sites is the most common activities of todays.

The present study also agrees with Qualman (2009) who concluded that young adults are power users of social media sites, they engaged themselves with their favorite fashion brands through this online platforms and consider their opinions about clothing brands important. Manyam, Swarnalatha and Padma (2018) in her study on impact of social media on current fashion found that majority of students are getting information related to fashion from fashion blogs and they buy fashion garments through social networking.

These social media sites let those who use them create personal profiles, while connecting with other users of the sites. Users can upload photographs and post what they are doing at any given time. (Pempek, Yermolayeva, &

Calvert, 2008). The social media by their nature have the capabilities of educating, informing, entertaining and inflaming the audience. Above all, they possess a contagious and outreaching influence which the conventional media lack.

Relating this findings to the theories, we can see that the theories explains how the type of information shared on social media affects the dressing habit of tertiary institutions students since most of them use Facebook for sharing pictures, getting comments, knowing fashion trends and chatting with friends, the kind of information they get from these social media sites have a way of affecting their dressing habit and the dependency of the students on the social media in getting dressing patterns from others.

Due to the larger percentage of the agree respondents, media is of great benefits to students in selected tertiary. However, (41%) of the respondents agree that students are pleased with the introduction of dress code in selected tertiary institution. Also, findings show that more of the respondents (45%) strongly agree that students are of the opinion that modesty is defined through dressing, Anderson and Taylor (2002) explains that the main reasoning for policing dress codes is to teach female students in tertiary institution how to dress more professionally, interrupting a female student over an inch of knee showing is not going to teach her how to dress professionally.

## **Conclusion**

The use of social media sites is the most common activities of today's particularly tertiary institutions students. The idea of global village has been translated into reality through these sites connecting millions of people from all around the world. It helps people to be better informed, enlightened, and keeping up-to-date with world developments. Technology exposes mankind to a better way of doing things. It brought about Simultaneous communication of many people even at distant places promotes the creation of social capital fetching personal, professional and social benefits not only to the users of these sites but to the society as a whole. Despite the benefit of social media sites, on dressing habit, the findings reveals that the negative

aspects of social media sites cannot be overlooked however, social media sites highly influence the dressing habit of students. Social Media negatively affect dressing culture of the Nigerian society because of time spent sourcing for new dressing habit which does not relate with their indigenous culture as well as their behaviour. The study reveals that students can spend at least 3hrs and above daily on social media site. This can lead to improper behaviour like indecent dressing, juvenile delinquency, internet fraud, school violence, poor grammar, distraction from studies, procrastination lack of privacy and among others. For this reason, it is important that parents, school authority and government should be aware of the nature of social media sites, given that not all of them are portraying modesty. Most of the negative dressing habit imitated on the social media can be overcome by putting in place dress codes for all courses.

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## **Era of Big Data in Communication: Issues and Challenges in Third World Countries**

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### **Abstract**

*The advent of big data in Communication has led to the development of various software tools to capture, store, manage and analyze data. The scale and scope of changes that this brings to bear are at high rate, expanding greatly, as series of technology trends accelerate and are useful. This has really assisted and created various opportunity for communication enabled tools. Although, it is of a lower rate for third world countries who are still developing. The study examined the issues and challenges facing the third world countries in this era of big data. Do they even understand what big data is, sources, tools, the pros and cons? The study found that big data has more potency to help better utilize the scarce resources and can help solve various loopholes of ineffectiveness that have been frequently cited by critics as among the key obstacles for development in developing countries while uses of big data that lead to positive, social, economic outcomes and those that benefit socially and economically disadvantaged groups need to be promoted. Responsible uses of Big Data also require protecting people's dignity and legitimate expectations of privacy and*

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*economic interests. People are over protective when it comes to privacy matters. Therefore, privacy must be respected.*

***Keywords: Era, Big data, Issues, Challenges, Third world countries.***

### ***Introduction***

Data has not only become a torrent flowing into every area of the global economy but has aided communication flow and storage. The much ado about big data consequently resulted in application of modern technology to capture the array of information that is generated. Big data refer to the gargantuan bulk of data that cannot be dealt with by traditional data-handling techniques. It encompasses the use of technologies to capture process, analyze, and visualize potentially large datasets in a reasonable timeframe.

Communication as widely known involves sharing of message between two or more people who comes together to share thought and idea. Communications between two people are stored by network providers for quality assurance purposes and are also known as data.

Today, there are many networked sensors which are currently being embedded into the physical world in devices such as mobile phones, smart energy meters, autos, and industrial machines that sense, create and communicate data in the age of the internet of things. Without mincing words, we can allude to immeasurable relevance of Social media sites, smart phones, and other consumer devices including PCs and laptops have allowed billions of individuals around the world to contribute to the amount of Big Data available and the growing volume of multimedia content which has played a major role in the exponential growth of the amount of big Data.

The explosion of data is not new. It continues a trend that started in the 1970s. What has changed is the velocity of growth, the diversity of the data and the imperative to make better use of information for transformation. In today's world, we are surrounded by predictions. Problems with statistics

and predictions are not limited to graphic representation and in fact, can be more complicated and challenging, especially with the advent of big Data.

The source of data growth that are driving big data technology investments vary widely. Some represent entirely new data sources, while others are a change in the “resolution” of existing data generated.

For advanced countries, big data is turning imperfect, complex, often unstructured data into information that needs reaction. This shows that leveraging advanced computational tools which have developed in other fields, to reveal trends and correlations within and across large data sets that would otherwise remain undiscovered. Above all, it requires human expertise and perspectives. Application of these approaches to development raises great expectations, as well as questions and concerns, chief of which is the analytical value. Thus, making known the policy relevance of big data to address development challenges confronting the world.

Third world countries are countries with lower middle and lower middle-income countries in the World. Big data differs from ‘traditional development data’ and what the private sector and mainstream media call ‘Big Data’ in a number of ways. An example is microfinance data falls somewhere between ‘traditional development data’ and ‘Big Data.’ This is similar to ‘traditional development data’ because the nature of the information is important for development experts.

Given the expansion of mobile and online platforms for giving and receiving microloans means that today, a large amount of microfinance data is available digitally and can be analyzed in real time. Thus, making it eligible to be considered big Data for development. Twitter data, mobile phone data, online queries, etc. can firmly be called ‘Big Data’, and they are communication platform for exchange of information which is popularly defined as massive amounts of digital data passively generated at high frequency. These streams of information may not have been used traditionally used in the field of development, but they could prove to be very useful indicators of human well-being. Data are generated through

many instruments and techniques such as documents, databases, excel tables, pictures, videos in hundreds of formats, social networking sites and sensors.

There are various areas of application when it comes to big data. Big data is a very wide area that cannot be covered. For developed countries, big data has gone far and has lots of benefits attached to it. Therefore, this study seeks to find out the issues and challenges of big data in third world countries. Has big data been advantageous to the developing countries at all? This research used a quantitative data to get the necessary information. The instrument used was a Focus group discussion where the discussants threw more light on the issues and challenges of third world countries in this era.

## **GENESIS OF BIG DATA**

History has it in 2005 that Roger Mougallas from O'Reilly media coined the word "Big Data" for the first time, only a year after they created the term Web 2.0. This refers to a large set of data that is almost impossible to manage and process using traditional business intelligence tools. In the past few years, there has been a massive increase in Big Data startups, all trying to deal with Big Data and helping organizations to understand Big Data, companies and countries are slowly adopting and moving towards Big Data.

Big data is as far as the internet was in 1933. Big Data is defined as a collection of data sets that is large and complex which are difficult to process using on-hand database management tools or traditional data processing applications. Big data is used in different ways, often referring to both the type of data being managed as well as the technology being used to manage it. Data sets grow in size because they are increasingly being gathered by ever present information sending mobile devices, aerial sensory technologies (remote sensing), software logs, cameras, microphones, radio-frequency identification readers and wireless sensor networks. Many

problems being solved with big data can be solved with the existing tools; they may just require a better implementation and improvement.

It was recorded that “Apache hadoop”, a software library that allows network of computers to address problems that has to do with large amount of data and computation specifically designed as a data storage and batch processing engine. It is very easy to load data into but take minutes or hours to get the answer to a query. It is designed for large volumes of data and is batch oriented in nature. Even a simple query may take minutes to come back. The dominant big data technologies in use today commercially are apache’s hadoop and No-SQL databases. Hadoop is appealing because it is open-source and requires no software license fee.

Complex Event Processing (CEP) is the most common tool used which is supported by other related technologies such as No-SQL databases, either sitting on top of a Hadoop cluster or using a specific data storage layer. No-SQL or New SQL tools are generally designed for fast ingestion and access to individual records. However, No-SQL databases usually are not built for aggregation or in-database processing of the data. It is possible to do aggregation and in-database processing of the data in these tools, but access to this aggregated data is not as fast as accessing individual records. These tools primary job is to ingest and make individual records available.

These are designed for every fast aggregation of data, but not fast loading of data. This makes them appropriate as a backend for a reporting and data science environment, but not as a transactional database for front end systems. These databases usually require the data to be loaded into database proprietary file formats to achieve the speed advantage. There are Big Data tools designed for batch processing of large amounts of data, real time ingestion and design for speed of thought aggregation of data.

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## **PROMINENCE OF BIG DATA**

Big data has the potency to change a lot and not just research, but also educate which is one of the functions of Mass Communication. Let's look at a world in which we have to access a huge database where we collect every detailed measure of every student's academic performance. This data could be used to design the most effective approaches to education, starting from reading, writing, and different college-level courses.

Today, we are far from having access to such data, but there are powerful trends in this direction.

The benefit of big data will become a key basis of competition and growth for individual firms. From the standpoint of competitiveness and the potential capture of value, all organizations need to take big data seriously. The use of big data will matter across sectors; some sectors are set for greater gains. The computer and electronic products and information sectors, as well as finance & insurance and governments are poised to gain substantially from the use of big data. Big data is directly creating entirely new industries, infrastructure and markets. This may have particular importance in developing countries, whose firms can compete directly for data analysis work across the world. Data-intensive companies from developed countries can now also outsource data analysis to countries where labour costs are low but skills are high.

Today, as more devices and simple products are equipped with smart sensors, increasingly efficient automation processes will be enabled. Big data-informed organizational restructuring should also result in significant efficiency gains. While this increased efficiency will create value for firms by boosting profits, it may destroy value for some workers as jobs are lost. Perhaps the most visible applications of big data so far have been in marketing, with advertising increasingly tailored to individuals based on their online activities. For some, this is a value-creating process, saving them time by editing the 'choices' presented to them about potential purchases. Developing countries could compete directly in the big data

economic space, although this seems highly unlikely to succeed given the ‘digital divide’ that exists in skills and infrastructure.

The increased ability of people to connect and interact is an important direct impact of big data. While the developed countries remain the biggest market in most areas, the fastest growth rates are being seen in the developing world. For example, Indonesia has the most Twitter users globally while Nigeria also does before the ban of twitter in the country. Big data allows much larger sets of data, potentially increasing reliability significantly. Critics argue that bias is inevitable. For instance, in analyzing twitter feeds, biases result to twitter users who are not evenly spread across socioeconomic and racial groups. A defining feature of big data is the ability to synthesize different data sets in new ways, such as the use of remotely sensed and crowd-sourced data to ‘map’ problems of many types, such as the spread of malaria, influenza, or dengue fever. Big data can potentially help teachers and administrators through data-driven decision-making and mining of large amounts of data. Education can increasingly be delivered remotely cheaply or for free. Students in developing countries can now increasingly access massive open online courses.

One germane issue raised for all countries is that big data may undermine support for public health and education services. It is claimed that big data techniques will increasingly be able to predict individual outcomes accurately but the basis for pooling risk through public health services. In reality, the individuals do not know when and how much they will need these services. If uncertainty in these areas is reduced or eliminated, those with the resources to pay privately for only what they need will have stronger incentives to do so, undermining public support for collective ‘insurance’ in areas like health. Potential benefits in developing countries require reliable internet connections and online devices. They also require subsidized public provision or affordable business models capable of delivering quality services at low prices.

Given the increasing usage of automated decision-making based on black-box algorithms, this is not just a matter of human activities. Whether the worst fears about privacy actually happen will be strongly influenced by whether people have rights to see what data are held about them, and to control how they are used.

For big data to empower civil society groups rather than a surveillance state, governments need to be restricted in their ability to monitor citizens but citizens empowered to monitor governments. Some take a different view, raising concerns that preventing government from monitoring citizens creates security risks. For example, terrorist groups can organize through the same techniques. Developing countries face particular challenges with respect to rights. While the need to hold governments to account is often high, historical protection for civil liberties is not encouraging in many cases, and concerns over privacy may have less prominence than they could have.

The worst of all worlds is one where government can ‘see’ their citizens with the mosaic effect, but information on government activities remains closed. Many citizens have only limited, tethered access to information, edited by their corporate provider. With great interest, we have an ever increasing number of initiatives that offers users of the internet access to people in developing countries with barter arrangement for advertising and the opportunity to use their data. As one commentator put it, the risk is that ***‘the rich pay for their privacy while the poor pay with their privacy.’***

The environment of developing countries matters a lot and has essential values. These values are created through the utility people gain from its resources with intrinsic value and creates value through the utility people gain from its resources. Also, unity plays an important role in each environment. The ability of big data to thrive well depends on how united the citizens are, the role of each and every one of them to achieve development. The developmental process is not limited to governments, it all starts from individuals.



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## **CONFLICT OF INTEREST**

When humans have insatiable appetite for information, there is a great deal of heterogeneity is securely tolerated. In fact, the nuance and richness of natural language can provide valuable depth. In consequence, data must be carefully structured as a first step to (or prior to) data analysis. Computer systems work most efficiently if they can store multiple items that are all identical in size and structure. Effective representation, access and analysis of semi-structured data require further work. The first thing anyone thinks of with big data is its size. After all, the word “Big” is there on the very name. Managing large and rapidly increasing volumes of data has a challenging issue for many decades. There is a fundamental shift underway now: data volume is scaling faster than computer resources and CPU speeds are static. These unprecedented changes require us to rethink how we design, build and operate data processing components.

It should be known that the larger the size of the data to be processed, the longer it takes to be analyzed. The design of a system that effectively deals with size is likely also to result in a system that can process a given size of data set faster. However, it is not just this speed that is usually meant when one speaks of velocity in the context of Big Data. Rather, there is an acquisition rate challenge and a timeliness challenge. There are many situations in which the result of the analysis is required immediately. For example, if a fraudulent credit card transaction is suspected, it should ideally be flagged before the transaction is completed potentially preventing the transaction from taking place at all. Think of all the personal information that is stored and transmitted through ISPs, mobile network operators, supermarkets, local councils, medical and financial service organizations (e.g., hospitals, banks, insurance and credit card agencies). Also, not forgetting information shared and stored on social networks, by religious organizations, educational institutions and or employers. Each organization has the headache of organizing, securing and exploiting their business, operational and customer data.

There are increasing concern about privacy of data and the one that increases in the context of big Data. For electronic health records, there are strict laws governing what we can and cannot be done. However, there is a great fear regarding the inappropriate use of personal data, particularly through linking of data. Privacy can also be understood in a broader sense as encompassing that of companies wishing to protect their competitiveness and consumers and states eager to preserve their sovereignty and citizens. Privacy is an overarching concern that has a wide range of implications for anyone wishing to explore the use of Big Data for development, vis-à-vis data acquisition, storage, retention, use and presentation. Privacy is a fundamental human right that has both intrinsic and instrumental values.

Although much of the publicly available online data has potential value for development, there is a great deal more valuable data that is closely held by corporations. One challenge is the reluctance of private companies and other institutions to share data about their clients and users, as well as about their own operations. Obstacles may include legal or reputational considerations, a need to protect their competitiveness, a culture of secrecy and the absence of the right incentive and information structures. There are also institutional and technical challenges—when data is stored in places and ways that make it difficult to be accessed, transferred etc. Engaging with appropriate partners in the public and private sectors to access non-public data entails putting in place non-trivial legal arrangements in order to secure reliable access to data streams and get access to back up data for retrospective analysis and data training purposes. There are other technical challenges of inter-comparability of data and inter-operability of systems, but these might be relatively less problematic to deal with than getting formal access or agreement on licensing issues around data.

## **EMPIRICISM**

Big data is considered to be the driving force of the Information and communication technologies (ICT) sector and called “new oil” because of its potency. Big data is in the focus of international organizations as a

resource of the strategic importance. In 2012, the World Economic Forum in Davos valued big data as a new economic asset, and released a document demonstrating its capacity for the international development. Taking into account the technological development in the world and the volume and diversity of information rapidly growing in real time, in 2009, the United Nations initiated “Global Pulse”. The initiative is a concept designed to take advantage of big data opportunities to maintain global and sustainable development, to eliminate poverty and crisis, to raise the living standards and humanitarian activity. The initiative aimed at realizing the use of digital information sources, data high-speed collection and analysis technologies by the real-time decision-making bodies in order to better understand the factors affecting the formation of the vulnerable segments of population and to discover anomalies, trends and events.

The report exploring data-driven innovation as a new source of growth presented in October 2012 by the Committee for Information, Computer and Communications Policy (OECD), which mainly focuses on the representative democracy and free-market economy, surveys the potential role of data and data analysis for the formation of knowledge-based capital that is capable to stimulate the sustainable development of innovation, economy and society, and to contribute to significantly competitive supremacy. The report presents the potential value of using data as a source for increasing the productivity of innovations and labor in the areas such as online advertising, public administration, healthcare, public utilities, logistics and transport. In December 2013, the European Commission adopted the largest research and innovation program “Horizon 2020” of the European Union (EU). About 80 billion Euros of funds was planned to be allocated for the implementation of this program, which is aimed at ensuring global competitiveness of Europe. The program defines research and innovation strategy for the successful implementation of excellent science, industrial leadership and societal challenges, including big data economy. The program allocates 120 million Euros for big data related to the study and application industry within the framework of the document.

The main objective of the program was to accelerate scientific discoveries and innovations in areas such as healthcare, energy, transport, climate change, agriculture, security, management and etc. through big data and to achieve the development of the European economy manageable through data. The program is mainly targeted to maintain and develop the leading position of the EU in electronics, computing, robotics and network technologies. One of the main focuses of the program was the development and use of language technologies. Within the framework of “Horizon 2020” program, more than 87 projects, including So Big Data Research Infrastructure, Education for Data Intensive Science to Open New Science Frontiers, High Performance Computing (HPC) and Big Storage: Storage-based Convergence between HPC and Cloud to handle Big Data and others have been adopted.

## **METHODOLOGY**

To answer the questions of the sources of big data, the opportunities, issues and challenges of big data, whether or not the third world countries are conversant with big data or not. The method of data collection was qualitative method which is an in-depth exploration of what people think, feel or do and crucially why. The survey design was adopted which involves asking questions and recording responses of the respondents in other to address the objectives of the study. Focus Group Discussion as the instrument of data collection was considered appropriate because the discussants were able to voice out their opinion. According to Rabiee (2004, p. 655), a focus group is “a technique involving the use of in-depth group interviews in which participants are selected because they are purposive, although not necessarily representative sampling of a specific population, this group being focused on a given topic”. Following the research questions, the following departments were selected: Law, Mass Communication, Micro biology, Hotel Management & Tourism and Quantity Surveying. Their responses made it easier to reach a conclusion and understand better issues and challenges of big data in third world countries.

## **PARTICIPANTS**

The Focus Group Discussion was conducted at Elizade University on February 17, 2021. From the various departments, quota definitions were based on gender, age, occupation and education to ensure accuracy. In total, 15 respondents participated. The Sample was largely represented of students in Elizade University where the females dominated. The only male was from University of Ilorin.

## **PROCEDURE**

First, the chairman of the Focus Group made known the purpose of the gathering, what the topic was all about. The respondents were given the Focus Group Discussion guide which contained questions for discussion. The respondents who had no idea about big data automatically was out of the way because they could not answer further questions. Others who were still on track discussed extensively. Questions for discussion are: what is big data, what big data is? What are third world countries, give examples? Are third world countries conversant with big data? What aspect of big data do you know? What are the sources of big data? What are the challenges of big data? Is big data adding value to third world countries? Do you agree that business revenue is linked with big data? Do you agree that the opportunities surrounding big data has been weighed down by challenges in the third world countries? Does Nigeria as a developing country have challenges with big data? What advice do you have in general?

## **POINT OF VIEW**

Big data is used everywhere both in the educational aspect, medical, business, economy and lots more. The discussants mentioned Icloud, social media, social interaction, electronic files, broadcasting, sensor & activity, records for electronic devices, retweets, video uploads, transactional data as

sources of big data which they are familiar with. The challenges identified were: heterogeneity, scale, timeliness, privacy and access & sharing. When humans consume information, a great deal of heterogeneity is comfortably tolerated. In fact, the nuance (minor distinction) and richness of natural language can provide valuable depth. In consequence, data must be carefully structured as a first step to (or prior to) data analysis. Computer systems work most efficiently if they can store multiple items that are all identical in size and structure. Efficient representation, access and analysis of semi-structured data require further work.

The first thing anyone thinks of with Big Data is its size. After all, the word “Big” is there on the very name. Managing large and rapidly increasing volumes of data has a challenging issue for many decades. There is a fundamental shift underway now: data volume is scaling faster than computer resources and CPU speeds are static. These unprecedented changes require us to rethink how we design, build and operate data processing components. The larger the size of the data to be processed, the longer it will take to analyze it. The design of a system that effectively deals with size is likely also to result in a system that can process a given size of data set faster. However, it is not just this speed that is usually meant when one speaks of velocity in the context of Big Data. Rather, there is an acquisition rate challenge and a timeliness challenge. There are many situations in which the result of the analysis is required immediately. For example, if a fraudulent credit card transaction is suspected, it should ideally be flagged before the transaction is completed potentially preventing the transaction from taking place at all.

Think of all the personal information that is stored and transmitted through ISPs, mobile network operators, supermarkets, local councils, medical and financial service organizations (e.g., hospitals, banks, insurance and credit card agencies). Also, not forgetting information shared and stored on social networks, by religious organizations, educational institutions and or employers. Each organization has the headache of organizing, securing and exploiting their business, operational and customer data.

Privacy is an issue of importance. The privacy of data is a huge concern, and one that increases in the context of Big Data. For electronic health records, there are strict laws governing what we can and cannot be done. However, there is a great fear regarding the inappropriate use of personal data, particularly through linking of data. Privacy can also be understood in a broader sense as encompassing that of companies wishing to protect their competitiveness and consumers and states eager to preserve their sovereignty and citizens. Privacy is an overarching concern that has a wide range of implications for anyone wishing to explore the use of Big Data for development, vis-à-vis data acquisition, storage, retention, use and presentation.

Privacy is a fundamental human right that has both intrinsic and instrumental values. Two authors, Helbing and Baliatti, stresses the necessity to ensure an appropriate level of privacy for individuals, companies and societies at large. In their words, developing countries needs privacy in order to flourish. Without privacy, safety, diversity, pluralism, innovation, our basic freedoms are at risk. Although much of the publicly available online data (data from the “open web”) has potential value for development, there is a great deal more valuable data that is closely held by corporations. One challenge is the reluctance of private companies and other institutions to share data about their clients and users, as well as about their own operations. Obstacles may include legal or reputational considerations, a need to protect their competitiveness, a culture of secrecy and the absence of the right incentive and information structures.

There are also institutional and technical challenges—when data is stored in places and ways that make it difficult to be accessed, transferred etc. Engaging with appropriate partners in the public and private sectors to access non-public data entails putting in place non-trivial legal arrangements in order to secure: reliable access to data streams and getting access to back up data for retrospective analysis and data training purposes.

## **DISCUSSION OF FINDINGS AND CONCLUSION**

Following the first research objective which was to find out how conversant the third world countries were with big data. 58% agreed that third world countries are conversant with big data, unlike the 42% that have no idea. It was discovered that third world countries were conversant with big data although the technology might not be available but they have an idea.

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
<b>YES</b>	<b>7</b>	<b>(58.3) 58%</b>
<b>NO</b>	<b>5</b>	<b>(41.6) 42 %</b>
<b>TOTAL</b>	<b>12</b>	<b>100%</b>

Proceeding to the second research objective which was to find out the sources of big data. The following sources were identified: Social interaction, business interaction, electronic files, broadcasting, sensor & activity records for electronic devices, research & books, retweets and video uploads, transactional data and information on social media. 8% identified research & books, another 8% were familiar with transactional data, 17% pointed out information on social media as sources of big data, another 17% agreed that retweets and video uploads are sources of big data while the last respondents representing 8% identified broadcasting, electronic files and others as listed above belonging to the sources of data. 42% of the respondents have no idea at all.

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Research &amp; books</b>	<b>1</b>	<b>(8.3) 8%</b>
<b>Transactional data</b>	<b>1</b>	<b>(8.3) 8%</b>



<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Information on social media</b>	<b>2</b>	<b>(16.6) 17%</b>
<b>Retweets &amp; Video upload</b>	<b>2</b>	<b>(16.6) 17%</b>
<b>Others (electronic files, broadcasting...)</b>	<b>1</b>	<b>(8.3) 8%</b>
<b>No idea</b>	<b>5</b>	<b>(41.6) 42%</b>
<b>TOTAL</b>	<b>12</b>	<b>100%</b>

The third research objective which seeks to examine the opportunities of big data in third world countries, 58% talked about the usefulness of big data in some sectors such as business, agriculture, health, transportation, economic, educational sector, petroleum sector etc. 42% of the respondents have no idea. The fact that majority could see opportunities from various angle is a positive result.

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
<b>YES</b>	<b>7</b>	<b>(58.3) 58%</b>
<b>NO</b>	<b>5</b>	<b>(41.6) 42%</b>
<b>TOTAL</b>	<b>12</b>	<b>100%</b>

The last research objective brings to fore issues and challenges of big data in third world countries. The challenges as identified by the respondents are: capturing of data, storage of data, uploading of data, data analysis, information privacy, data sources, visualization, technology, credibility

status, resources, developmental consciousness and lack of knowledge. 17% identified lack of knowledge as challenges, others challenges were identified by another 17%, 66% of the respondents could not identify any challenges. The result was very poor because the higher percentage came from those that could not identify or have any idea about the issues and challenges of big data.

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Lack of knowledge</b>	<b>2</b>	<b>(16.6) 17%</b>
<b>Others, (technology, resources, privacy...)</b>	<b>2</b>	<b>(16.6) 17%</b>
<b>No idea</b>	<b>8</b>	<b>(66.6) 66%</b>
<b>TOTAL</b>	<b>12</b>	<b>100%</b>

According to Blair (2003) he found out that the availability of more information led to the diffusion and development of various learning aids and tools and also affected the way scholars worked. Thus, it is reasonable to expect that big data is likely to have a profound impact on development related activities such as agriculture, healthcare and related decision-making processes. From the research, looking at the opportunities identified by the respondents, it is clear that big data has impact on development related activities. For business, big data helps increase efficiency in every stage; it is good for accuracy and lots more.

According to Boyd and Crawford (2012), data unavailability has become a major challenge which has led to a new form of digital divide. While appropriate analysis of Big Data may provide valuable insights and information for key policy areas, great care must be taken to ensure that data

quality standards are satisfied and appropriate methodological steps have been taken. For instance, the use of Twitter data has been criticized on the grounds that it suffers from questionable quality and serious methodological challenges such as samples of unknown representativeness, a lack of one-to-one correspondence between accounts, users and proliferation of Tweets created by bots -an autonomous program on the internet or another network that can interact with systems or users. Boyd and Crawford,(2012); Crawford, 2009). It is important to discuss the above problems in the context of transparency. Whereas, transparency is essential to ensure reliability and validity. In the research work, one of the challenges identified by the respondents was credibility check. Are the data / information reliable enough? Can citizens let out information that are personal? Therefore, we can say there is the need to ensure reliability and validity.

Diffusion of an innovation was the theory exercised in this research work which is influenced by the environment and characteristics of the innovation Rogers, (1995). He identified various characteristics of a technology affecting its diffusion pattern. Regarding the environment, prior researchers have noted that an innovation (Big Data) is embedded in a social system, which plays an important role in its diffusion. A social system is “a set of interrelated units that are engaged in joint problem solving to accomplish a common goal” (Rogers, 2003: 23). It varies in forms: formal and informal. Bowker (1996) provides further specification and elaboration of the conditions under which new innovations diffuse and thus extends Rogers’ (1995, 2003) framework. He argues that, in addition to the economic dimension, information infrastructures also have social (informal) and political (formal) dimensions. Social systems also exist at different levels (individual, organization, network, or national).

For instance, the social structure and communication structure affect information flow and other factors that are critical for the adoption of the innovation by the adopting units. Various societal norms also affect the behavioral patterns of the members of a social system. For instance, due to Big Data potential role in promoting transparency, decision makers in a

social system characterized by secrecy and distrust may view Big Data attributes negatively. Prior research indicates that organizations in a country with a low degree of inter-relatedness with other complementary technologies often find it difficult to obtain the information and skills needed for a new technology (Allen, 1998). Thus, countries with a small base of high technology and innovative capital goods are likely to experience lower rates of diffusion for emerging new technologies (Antonelli, 1986).

Theory of dependency comes in as it is a sociological theory which holds that economic and technological events in history have encouraged developing countries to depend upon the support of more advanced nations. In a historical sense, dependency theory looks at the unequal power relations that have developed as a result of colonialism. This theory was firstly proposed in the late 1950s by the Argentine economist and statesman Raul Prebisch and it gained prominence in the 1960s and 70s. This theory simply explains the simple fact that Nigeria as a third world country is still developing and growing and is also not as advanced as other first world countries to be able to put in much efforts in the level of technology.

The data been used in a number of developmental purposes can be considered as big Data. Primary evidence shows that big data has more potency to help better utilize the scarce resources and can help solve various loopholes of ineffectiveness that have been frequently cited by critics as among the key obstacles for development in developing countries while uses of big data that lead to positive, social, economic outcomes and those that benefit socially and economically disadvantaged groups need to be promoted. Responsible uses of Big Data also require protecting people's dignity and legitimate expectations of privacy and economic interests. People are over protective when it comes to privacy matters. Therefore, privacy must be respected.

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## **Media and Tourism Development in Nigeria**

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### **Abstract**

*Tourism is one of the major drivers of international contacts, sources of foreign exchange earnings and employment opportunity across the continents of the world. The United Nations World Tourism Organisation (UNWTO) in 2017 reported a continuous growing number of tourists globally with more of the tourism earnings going to the western world and Nigeria only being number seven in Africa. This paper discusses the place of the media both traditional and new media in the promotion of the tourism potentials of Nigeria and in Ondo State in particular. It argues based on data and findings from nations with the same state of development that for the tourism sector of Nigeria to pick up, there is the need to change the media narrative about tourism and leisure as well as plug in into the limitless opportunities that the social media provides in marketing the tourism potentials of the nation. Studies have revealed that there is a direct link between media exposure and tourism growth and that the social media is the most used source of gathering, receiving and disseminating tourism information globally.*

***Keywords: Tourism, Media, Tourism Development, Tourism Growth, Tourism Information.***

### **Introduction**

Tourism is one of the global industries that nations leverage upon to generate income for national development and job creation. There are countries in the world whose only major source of foreign exchange is tourism (Redwan, 2014). In fact, Yilmez (2008) argued that tourism has become the biggest and fastest growing sector of most economies in the world. Tourism as an industry, has the unique benefit of multi-dimensional

economic integration potentials – this is because it is driven by the twin drivers of economic growth: technology and infrastructure.

A virile tourism sector is enabled by the quantum of innovation, technological advancement and investment in critical infrastructure. Thus, it is an industry that promotes technology, innovation and infrastructural development – which are two major sources of employment in all growing economies.

Tourism as a sector promotes international trade, inter-cultural and cross-cultural understanding; as well as enables human contact beyond ideological and territorial boundaries. According to a report by United Nations World Tourism Organisation, UNWTO (2018) which quoted UNWTO Secretary-General, Zurab Pololikashvili, “International travel continues to grow strongly, consolidating the tourism sector as a key driver in economic development. As the third export sector in the world, tourism is essential for job creation and the prosperity of communities around the world.” The report further reveals that “International tourist arrivals grew by a remarkable 7% in 2017 to reach a total of 1,322 billion, according to the latest UNWTO World Tourism Barometer. A strong momentum is expected in the years ahead at the rate of 4%-5% post-pandemic recovery era which the rising rates of vaccination, easing of travel restrictions due to global protocol coordination and the release of pent up tourism demand has made possible. According to the latest United Nations World Tourism Organisation Panel of Experts survey, 2022 is perceived to be a better year for tourism rebound. In the survey, “58% expects a rebound in 2022, mostly during the third quarter, 42% point to a potential rebound only in 2023. A majority of the experts (64%) now expect international arrivals to return to 2019 levels only in 2024 or later, up from 45% in the September survey.”

### **Tourism as a Measure of Development**

Evidently, there is a correlate between development and a prosperous tourism sector. Indeed, investment in tourism is often part of a nation’s testaments for development. Chieme, Nyekwere, Nwaubeta and Ikiriko (2017) quoting Udoakah (1998:13) describes development “as a



process concerned with people's capacity to manage and induce change". Development defines change in term of improvement in the economic, environmental, health and social well-being of a people. Therefore, tourism helps to define the progress a people has made of their material and immaterial culture. It opens their gateway to the world and allows for inflow of financial resources of other people that are far and near. Development experts are able to access the level of human development in a particular environment through the level of investment in tourism and the patronage of same by local tourists. This is because tourism and leisure is a pointer to economic prosperity of a people and a measure of their development.

If tourism should serve as a tool for development and a measurement of it, it must be mobilised and effectively communicated. Communication that is development focused is deliberately planned, organised and coordinated to achieve the desired objective (Chieme, Nyekwere, Nwaubeta and Ikiriko (2017). Tourism is a highly competitive sector, therefore, communication must be at the center of the strategies to position and market tourism as a major source of revenue for the government and the citizenry.

### **Media and Tourism Development**

The media, with reference to the collective entity of radio, television, newspapers and the social media play a vital role in tourism development. Tourism is largely dependent on media in relaying required information to visitors as well as enhancing interactions between stakeholders in the sector (Adamolekun, Odigie and Walya, 2020).The media, both traditional and modern play a significant role in the growth, development and promotion of tourism, and this they can do by creating a better awareness and understanding to cater to the needs and requirements of tourists; this is so because majority of travel decisions are made by people who have never experienced the destination first hand, and therefore depend on media news, reports and advertisements.

As a result of constant technological evolution in the world today, both the domestic and international tourists change their attitudinal patterns by actually looking for more 'tourist-friendly' sources of information.

(Kumar, 2014). Tourism is a global phenomenon that is essentially grassroots oriented. In Nigeria, tourist centres abound, especially in local areas that beckon for discovery. The media can use different formats such as special documentaries and features, to bring such centres that have potentials to attract visitors, to limelight.

Late 2019, a respiratory disease called corona virus disease; (COVID-19) brought the entire world to a standstill with countries imposing varying degrees of travel restrictions on people. The disease, which later with variants such as Delta and Omicron, had adverse effect on the tourism sector (Adamolekun, Odigie and Walya, 2020). Now that there are less travel restrictions, with socio-economic activities back on stream, the media can help through newscasts and discussion programmes, reactivate people's interest in tourism.

This, the media can achieve through newscasts, discussions on radio and television, as well as features and special reports in newspapers and magazines.

### **Tourism and Job Creation**

Tourism generates income and employment. In 2016, the tourism sector helped the continent Africa earn \$36.2 billion despite a 7,7 % drop as against 2015. According to Africa Tourism Monitor (2018), the travel and tourism sector provided 22.8 million jobs for people in 2017- 17.2 million of which were Sub-Saharan Africa. In the same year, Africa Tourism Monitor reported that 9.3 million jobs, 2.6 % of all the employment in Africa – 4.4 % in North Africa and 2.3 % in Sub- Saharan Africa- were generated through direct employment in the tourism industry. This figure was 11.2 % up 2016. Africa Tourism Monitor reported further that Seychelles, a popular destination for luxury holidays, had the highest percentage with 26.5% of the total followed by Cape Verde, 15.8% Sao Tome and Principe, 10.8%, Mauritius, 7.2% and Morocco, 7.1 %. But in terms of overall numbers, Nigeria, Egypt, Morocco and South Africa offer the most tourism-related jobs of between 700,000 and 1.2 million. Naturally, one would have expected the figure to increase in the subsequent

years but for the respiratory disease COVID-19 which held the whole world hostage. Now that socio-economic activities all over the world are gradually coming back to normal, it is expected that job opportunities through tourism would increase tremendously.

At the center of the marketing mix for tourism development in any nation is the media. Tourism marketing is at the heart of tourism industry success and the key that unlocks this success is the media. There is no doubt that one of most effective means of marketing tourism globally, is the mass media and its ever expanding channels. A successful tourism industry can only be guaranteed and sustained through proper deployment of the media resources that are necessary to promote the industry. There is no gainsaying in the fact that the media remains the major source of information about events in far distance places (Nassanga, 2004).

More importantly, because tourism is partly about adventure which has to do with the appreciation of things of interest in other places far or near, there must be away to put the tourism menu of a state at the table of the people with the right appetite for it. Chieme et al (2017) quoting (Orlu, 2013:124) says: “the media are important shapers of our perception and ideas. They are conscious industries (sic) which provides not simple information about the world, but ways of seeing and understanding it.” The media help to communicate our world in the way we could understand it. They tell us the stories of what is considered consistent with our fears and aspirations; they highlight aspect of our values, culture, expectations and joy.

The media dignify, magnify and gratify ideas, places, concepts and issues with the hope of directing or redirecting the attention of the people to a particular view of them. Chuku (2011:85) argues that the cultural heritage that could be of international significance and appreciation “do not market themselves but must be packaged by the people.” The function of transmitting and presenting the cultural material of a people to a global audience lies in the media. Both the traditional media, internet and the social media platforms are very crucial in the propagation of the tourism potentials

of a people if the opportunities therefrom are to be fully exploited. In fact, social media has been found to be seamless synchronous with tourism marketing.

### **Social Media and Tourism Marketing: Examples from other Jurisdictions**

The advent of the internet and its myriad of social network platforms has caused a pleasant catalytic development in the way we access, process and respond to information. Being very pervasive and intrusive, almost everyone with a phone is now inescapably connected to a network of people in far distant places. Bank and Bank (2015) note that it has become the most paramount platform of tourism marketing. In their words:

*One of the habits that is steadily growing in our society, which was essentially unthinkable years ago, is punching over the internet and interestingly, services related to Tourism and Leisure are those that are most demanded. Surveys showed that while on the internet, buyers buy tickets (plane, train, boat, bus etc.)*

Typically, most outbound and inbound tourists now make enquiries, purchases and patronize through the internet services. There is hardly any doubt that modern tourism practice cannot succeed without the media, that is both traditional and the new media. The new media, especially, has provided a limitless opportunity for a bigger marketing outreach to tourists at minimum cost. The social media, in particular, has made inter-networking among tourists and potential ones possible. An eloquent illustration of this is a study by Bennet (2012) which reveals that travelers and tourists depend on social media for obtaining information. As social media platforms, especially the Facebook, allow people to relay their experience to others. Positive testimonies attract others to want to visit same place to enjoy same experience; while negative testimonies can lead to boycotts. Similarly, Kazak (2016) also opined that tourists share information about hotels, restaurants, airlines and car rental services and a lot of tourism experience about places visited and services provided.

According to Hospitality Net (2015) as reported by Karim (2018:469): Travelers use social media to find relevant information, take informed decisions about their trip and share their experiences about places, hotels, restaurants, and transport. TripAdvisor, a popular site for visitors, has had a wide-reaching effect on the tourism industry. It has 50 million active visitors per month who are actively seeking travel information and get advice from the trusted source. With more than 200 million reviews and opinions posted on TripAdvisor to date, and more than 800 million active users on Facebook posting updates and sharing images, social media is dominating the industry.

Similarly, a study conducted by Karim (2018) in Bangladesh which sampled 1,060 local tourists (mainly) who were between ages 15 and 45, found out that 42.74% of the population used social media to search for travel information; 26.6% depended on friends and family; 15.57% on websites; 7.74% on newspapers & magazine and 7.36% consulted tour guides to seek information. In all, if we add the number of people who get information through social media, websites and print media, we will have 66.04% of the respondents actually using the media to get information about tourism. The study further provided insights into the most frequently used social media platforms. Result showed that 75% of the respondents made use of Facebook; 25% used Instagram, 2.83% used Google; 1.98% used YouTube; 1.79% used LinkedIn, .98% used Twitter while 13.21% used other unspecified means. Although there is no result to show whether respondents used multiple channels, but it is clear Facebook remains the most used platform going by the study.

According to Karim (2018: 477): “in a question regarding the impact of social media on tourism industry growth in Bangladesh, 97.26% respondents said that social media has significant impact on tourism industry growth in Bangladesh”. It is said that more and more of potential tourists depend on testimonials, shared information, pictures, and review comments of previous experience to determine their choice of where to travel.

Bank and Bank (2015) observe that the global tourism culture and practice is being drastically changed because of the impact of social media. They argued that social media is changing the global tourism culture. Common themes emerged from social media research, such as conceptualization of connection and disconnection, the impact of technologies on the traditional physical spaces of backpackers' social interaction and the increasing fluidity between tourist and non-tourist experience.

Generally, thus it has been affirmed that social media will increasingly expand knowledge about tourist sites, create more bond among people of diverse culture and bridge knowledge gap about distances. Information sharing and content creation are made easier through the social media and this will ultimately rub off on the growth of tourism sector.

It is understandable that many Nigerians still see tourism as a rich man's show of vanity. This is largely because of the slant and frame of reference that the media coverage of tourism related activities have been reported in Nigeria. A government building a five-star hotel to enhance inflow of investors, developing a tourist site in a community may be projected as "trying to satisfy the appetite" of the ruling class, while "majority of the ordinary people find it difficult to meet their basic needs" This kind of "pro-people" and anti-elite rhetoric in covering tourism development has created a mental dissonance among the people against major efforts to invest in tourism as a sector with potentials to contribute to the economic development of the nation. Thus, and unfortunately, government has often be blackmailed to see tourism from the more "acceptable" cultural performance perspective – by which a cultural troupe is kept for symbolic cultural expression during state events.

Ultimately, a lot of the tourism potentials of the nation which could have perhaps turned around the nation and made it a first port of call remains a pipe dream. To change this, government at all levels, must re-engage the media on the concept of development and present tourism as an

industry rather than being seen as an elite's Vanity Fair. It must be reported as talent-dependent that has the capacity to elevate the poor. Furthermore, culture is a driver of tourism, it is a fact that most custodians of cultural and ancient practices are the grassroots people; thus, an opportunity to better their livelihood from their dexterity in cultural performance is better enhanced through tourism. The ordinary people are the ones engaged in arts and artefact preservation. They therefore, are the greatest beneficiaries of a thriving tourism sector. Thus, proper education and enlightenment of the grassroots people who hold the key to the doors of cultural and ancient practices, can be made possible through media presentations for them to know their importance in tourism development.

It needs no repeating that tourism reporting is generally poor in Nigeria despite the fact that tourism activities take place almost on daily basis. There is the need for strategic engagement of the media through features, promotions, exhibitions, guided tours, sponsorship, awards and the rest. Stories about the success of tourism in other climes will stimulate interest in the development of local tourism resources. In addition, hotels and other hospitality destinations in Ondo State, Nigeria need to make themselves available on the virtual market place such as having functional websites, active social media platform, strategic engagement and promotion, among others.

For example, except for Heritage Continental Hotel, Sunview Hotel, Grand Capital Hotel, Towlab Hotel & Suites and Groovy Hotel and a few others, it has been observed that most of the hotel and leisure destinations in Ondo State do not have active and interactive websites that are plugged into major hospitality agencies such as Tripadvisor, booking.com, Trivago, Wakanow etc. many of them are not on the social media, they do not sponsor advertisements on radio, TV and the print media; nor do they support any cultural and arts activities. At present, advert tracking suggest only few hotels such as Josemilla, Towlab Hotel & Suites, Ade Super, Solab Suites that are running radio jingles even at that, they don't seem to have specific unique selling points that can draw inbound tourists to them.

## **Theoretical Framework**

The study is about media and tourism in Nigeria, therefore the Dependency Theory [media – related] propounded by Sandra Ball-Roacheach and Melvin De Fleur [1976] is adopted. The theory explains that people are dependent on the media for their information needs. It explains further that people in all societies need information in order to make decisions about such matters as food, shelter, employment, transportation, political issues, entertainment, and other aspects of life. The theory is relevant to this study because tourists as part of the larger society, to a greater extent, depend on the media for information on tourism matters such as tourist centres, travel agencies, booking of flights, hotels, restaurants, to mention but a few.

Part of the functions of the media is to inform the society, and this they do on daily basis, especially through newscasts. The media should therefore continue to disseminate timely information that can help tourists to make the right decisions.

## **Conclusion**

The media plays a pivotal role in the development of tourism in any nation. Tourism is a distance marketing based industry and it needs a virile and active media space to be made accessible to potential tourists globally. Even though it has been said that successful tourist nations have a well-developed grassroots oriented domestic base that ensure the industry runs at all seasons as against occasional patronage by inbound international tourists, serious marketing communication, strategic campaign, advertisements, branding, positioning and sponsorship of events are necessary to keep the industry bubbling and competitive. It is recommended that the media narrative about tourism development should be altered positively while efforts should be made to propagate tourism as a viable industry and not as Vanity Fair.



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## **Role of Behavioural Change Communication (Bcc) in Waste Disposal: A Study of Agoi Ekpo Community in Yakurr Lga of Cross River State, Nigeria**

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### **Abstract**

*Waste disposal is one of the major environmental problems of global concern as it affects both urban and rural areas. Improper and indiscriminate waste disposal causes unpleasant consequences such poor aesthetic outlook, breeding grounds for vectors like mosquitoes and rodents, bad odour amongst others hence the knowledge of waste disposal is necessary for aesthetic and good environmental health. Various study reveal that about 90% of people dispose of waste in open places and use the method of land fill, so increase the problems of health and the environment. This study has been carried out for the current status of waste disposal in Agoi Ekpo. Methodology: the study was carried out in the Rural area of Agoi Ekpo, Cross River State, Nigeria using direct interviewing method for data collection about their routine waste disposal with the application of ISWMS and Behavioural Change Communication (BCC) to answer the research questions and address the study objectives. The result of the study showed that the people have accepted to change the way they dispose waste by ensuring that the waste is gathered properly before disposal rather than the old methods of just throwing waste on the road and other places that suite them. The study also gave certain recommendations on how BCC can help in solving other environmental issues in the study area.*

**Keywords: Waste, Waste Disposal, ISWMS, BCC, CBOs**

## **Introduction**

Every human activity results directly or indirectly to waste generation. However, many people having generated the waste do not have a proper method and attitude to dispose of the waste leading to an alteration of the environmental standard. Waste disposal mean removing and destroying or storing damaged used or other unwanted materials include packing waste (glass, paper, or plastic), domestic, commercial and agricultural. Disposal including dumping, burial landfill sites (Adogu, Uwakwe, Egenti, Okwuoha & Nkwochaet, 2015). People must have knowledge about household waste disposal to avoid dire consequences.

While the urban centres have laws and regulations regarding the disposal of solid waste, the rural areas in developing countries have none in most cases. The rural waste is made of mostly organic waste which includes agricultural, domestic and rural industrial wastes. Agricultural waste is preliminary originated from animals (excreta and byproducts of dead animals) and plants (leaves, stalks, stubbles and shells). Sheheli (2007) had noted that the methods of managing and disposing waste in rural areas are still primitive as many households have little or no idea of the impacts of the waste they generate to their lives and the environment. Furthermore, Communities in developing countries often turn to waste disposal methods that have proven to be destructive to human health and the environment, such as open dumping and burning (or unregulated landfills) because they feel they have no other options to manage their solid waste (McAllister, 2015).

In many cases, Communities in developing countries often turn to waste disposal methods that have proven to be destructive to human health and the environment, such as open dumping and burning (or unregulated landfills) because they feel they have no other options to manage their solid waste. A case study conducted in various rural areas in India found that trash was frequently dumped or burned in unregulated areas (Narayana, 2009). Although burning trash is illegal, hundreds of thousands of people

with no garbage pickup have no other choice for disposal of their waste. Households in these communities maintain localized trash pits, where waste is deposited daily and burned biweekly. Once the pits become full, the waste remnants are transported to larger pits on the edge of the settlements (Narayana, 2009).

The problem of disposal of waste either as solid or liquid in the Agoi Ekpo as is the case of many rural areas is really not friendly to both the environment and the health of people but the people have continued to practice their traditional open dumping system, burying of wastes, burning of waste whenever they deem it necessary, throwing the generated waste into water bodies since they see practice as normal with no desire to change particularly because many do not really understand the implications of the practice, hence undermining the resultant effects of unsightliness, unpleasant odour, flooding and health hazards through the provision of comfortable places for breeding of rodents and mosquitoes which lead to outbreak of sicknesses such as cholera and malaria respectively amongst others as the population continues to grow and more waste is generated hence the need for this paper on behavioural change communication in enhancing proper waste disposal. To guide the study, the following Research questions are asked regarding the above stated problem.

- a. What are the major types of waste generated in Agoi Ekpo?
- b. What are the activities that result in most waste generation in Agoi Ekpo ?
- c. How is waste generated been disposed in Agoi Ekpo?
- d. How can a change in behaviour help in enhancing proper waste disposal in the area?

The research Objectives of the Study are as follows:

- a. To examine the types of waste mostly generated in the area
- b. To assess the activities that generate most waste
- c. To determine how waste is disposed
- d. To employ BCC in enhancing proper waste disposal

## **Concept of Integrated Waste Management System**

Integrated Solid Waste Management, ISWM, is a planning framework for solid waste management. The programme was initiated of the Urban Waste Expertise Programme (UWEP), supported by the Netherlands Ministry of Foreign Affairs, and designed and carried out by WASTE, Advisors on Urban Environment and Development in Gouda, Netherlands. UWEP has focused on bottom-up, participatory processes designed to improve waste management, livelihoods and urban governance in developing countries (Scheinberg, Jgosse, & Anschütz, 2004) . Its bottom-up approach fits very succinctly in this study hence its adoption.

The ISWM insight is that problems with solid waste management often have to do with more than lack of money and equipment. It can be attitude problems among the residents, waste management staff or private enterprises, or more serious factors as the institutional framework or social or cultural context. In these cases money is not the solution, but a change in social, institutional or political conditions is. It is important to remember that there is no absolute solution to waste management that fit all areas as what works in one place may not really work in another place so every society has to identify what works for its people in solving their peculiar problems.

This concept will help in employing the relevance of community based- organizations (CBOs) in driving the message of Behavioural change Communication for a long time as life-long project so that the gains of proper waste disposal can be sustained.

### **Literature Review**

#### **i. Waste and Waste Disposal**

Waste is an unavoidable, unwanted material resulting from human activity [Periathamby, 2017]. It is generated from every human and animal habitat. It is considered as refuse of useless or worthless stuff, material to be discarded, or material that has no longer been used for any purpose by people within a specific locality, and can be classified into a solid, liquid, or

gas. Solid Waste comprises sludge, garbage, refuse, and other solid materials that are discarded. It also includes SW from mining, agricultural, electronic, industrial, and municipal waste, which consists of household and commercial activities.

Wastes have also been defined as any product or material which is useless to the producer (Basu, 2009). Dijkema et al, (2000) pointed out that, wastes are materials that people would want to dispose of even when payments are required for their disposal. Although, waste is an essential product of human activities, it is also the result of inefficient production processes whose continuous generation is a loss of vital resources (Cheremisinoff, 2003). Waste disposal or waste management refers the processes and actions required to manage waste from its inception to its final disposal.[UNSTAT,2017].

Demirbas (2011) describes waste management as a process by which wastes are gathered, transported and processed before disposal of any remaining residues. Similarly, Tchobanoglous et al. (1993) describe solid waste management as the effective supervision and handling, keeping, collection, conveying, treatment and disposal of waste in a manner that safeguard the environment and the public. Tchobanoglous et al added that, solid waste management utilizes skills and knowledge from various discipline such as legal, financial, administration among others in the day to day running of waste management issues. Demirbas (2011) suggested that the main reason for managing waste is to ensure a safe environment. Troschinetz & Mihelcic (2009) pointed out that some waste management methods are often preferred than others. For instance, reuse, recycling, composting and energy generation from incineration are often preferred to landfills. However, Dijkema et al. (2000) argued that even some of the preferred management methods, often produce some hazardous materials such as incineration residues. Strange (2002) reported that landfilling is the final destination of most waste produced from waste treatment and processing facilities. Strange added that, other technologies merely serve the purpose of volume reduction or treatment before final disposal.

Cheremisinoff (2003) reported that, there are different forms of approach to waste management. He added that, wastes streams with different characteristics may require different management approach. For instance, industrial waste might contain more hazardous materials than municipal waste streams. Hence, the management of these two waste streams might differ. Vergara & Tchobanoglous, (2012) found that, although waste management might differ between countries, there are some basic processes or paths that waste management needs to follow. The study reported that, wastes generated must be gathered and stored by the generator in a place but in actual sense and circumstances that is not so.

## **ii. Behavioural Change Communication(BCC)**

Adhikari (2019) highlights Behaviour Change Communication (BCC) as a communication strategy which encourages individual/ community to change their behaviour. It is a strategy that triggers people/society/communities to adopt healthy, beneficial and positive behavioural practices. BCC is an effective communication approach which helps to promote changes in knowledge, attitudes, norms, beliefs and behaviours. BCC is an interactive process with communities (as incorporated with a general program) to create custom-fitted messages and methodologies utilizing an assortment of correspondence channels to create positive practices; advance and support individual, network and cultural conduct change; and keep up suitable practices. BCC is a powerful and fundamental human interaction – communication – which positively influences dimensions of health and well-being. BCC is a direct approach towards changing behaviour. It is different to traditional IEC materials as IEC materials are not considered for creating awareness and giving information as compared to BCC. BCC is described by its straight approach towards changing behaviour. Behaviour Change Communication (BCC) is a communication strategy which encourages individual/community to change their behaviour. It is a strategy that triggers people/society/communities to adopt healthy, beneficial and positive behavioural practices. BCC is an effective communication approach which helps to promote changes in knowledge, attitudes, norms, beliefs and behaviours. BCC is an interactive



process with communities (as incorporated with a general program) to create custom-fitted messages and methodologies utilizing an assortment of correspondence channels to create positive practices; advance and support individual, network and cultural conduct change; and keep up suitable practices. BCC is a powerful and fundamental human interaction – communication – which positively influences dimensions of health and well-being. BCC is a direct approach towards changing behaviour. BCC is described by its straight approach towards changing behaviour. Behaviour Change Communication (BCC) is a communication strategy which encourages individual/community to change their behaviour. It is a strategy that triggers people/society/communities to adopt healthy, beneficial and positive behavioural practices. BCC is an effective communication approach which helps to promote changes in knowledge, attitudes, norms, beliefs and behaviours. BCC is an interactive process with communities (as incorporated with a general program) to create custom-fitted messages and methodologies utilizing an assortment of correspondence channels to create positive practices; advance and support individual, network and cultural conduct change; and keep up suitable practices. BCC is a powerful and fundamental human interaction – communication – which positively influences dimensions of health and well-being. BCC is a direct approach towards changing behaviour. BCC is described by its straight approach towards changing behaviour.

### **Materials and Methods**

The study area for this work is Agoi Ekpo village in Yakurr Local Government Area of Cross River State, Nigeria. It's an agrarian community with abundant fertile soil and large forest vegetation. The community over the years disposes her waste in open places many of which are close to farm roads and open public toilets, a practice that has existed for ages as they have no other better means of disposing such waste according to them.

On the getting to the community for the study, the researcher decided to hold a meetings privately with individuals and later focused groups on how best the ways of disposal waste can be improved

emphasizing on the change of behaviour and patterns of doing things. The following steps were taken to ensure a proper behaviour change communication.

- i. The researcher having set the goal objectives of the study began by educating the people on the importance of the study and waste disposal since it affects the quality of the environment
- ii. A media communication plan was written to help the researcher communicate properly to the people on the subject matter. This was done by employing preferred media channels such as a town crier and community-based groups (CBGs) made of women leaders, men leaders and the youths to helping in facilitating the programme.
- iii. Since BCC is all about changing one's behaviour for good, the researcher (Team leader) and the entire team went to individuals with dust bins and waste bags to show people how can properly
- iv. iv Evaluate, revise, and observe the level of compliance for a 3 days to see if the there was any change in behaviour in respect of waste disposals

## **Results and Discussion**

To provide answers to the research questions and address the research objectives, qualitative method with interviews and secondary literature were used. Interviews were done on the people with the help of their native language and dialect so that those interviewed will be able to provide accurate answers to questions.

From the steps taken for this study, the research observed that different types of waste are generated in the area such as human faecal waste, agricultural waste as produce and products. Nevertheless, the highest amount of waste generated in the area was agricultural waste due to the fact the area is an agrarian community which agreed with the findings of Abduli, Samieifard, & Jalili (2008) that most of the waste generated in rural areas is agricultural due to poor storage facilities and dearth of preservation

techniques. Furthermore, the research also found that farming activities in the area were responsible for the generation of most waste as the activities are still very primitive and unorganized which conformed to Ovat (2019) that primitive agricultural activities in rural communities of some selected villages usually leads to biological waste generation as most of the farmers are only interested in clearing their farms and not what the waste so generated in the process.

Sequel to objective 3, the researcher noticed that some of the waste so generated in the study area was disposed along broken sides of the road to protect erosion according to the people while a bulk of it was disposed in the community open dump sites which are not even protected or safe for both man and the environment. Earlier study have shown that wastes generated are disposed on improper sites (roadsides, riverbanks, pastures, creeks) or burnt by the inhabitants according to a similar study carried out by Mihai (2017) in Neamt County, Romania. The researcher also discovered that the main reason for the form and disposal of waste in the area is because the people see no wrong about what is been done as according to them is the way refuse is always dumped even by their fore-fathers.

The study also revealed that after communicating to the people on behaviour change, the people started showing that really change of behaviour expected of them having been communicated to even though as Ngini & Busolo (2018) put it when individuals, communities, or institutions adopt new behaviours, they may at times revert to old behaviours, at least under certain circumstances. At times the people still unconsciously throw their waste on the road but a greater percent of the people who were communicated to use waste bags properly and avoided disposing their waste the old ways they were used to meaning that the aim of BCC in the study was really achieved.

From the foregoing, BCC can be seen as an essential component of development. Behaviour Change Communication (BCC) is a communication strategy which encourages individual/ community to change

their behaviour. It is a strategy that triggers people/society/communities to adopt healthy, beneficial and positive behavioural practices. BCC is an effective communication approach which helps to promote changes in knowledge, attitudes, norms, beliefs and behaviours. BCC is an interactive process with communities (as incorporated with a general program) to create custom-fitted messages and methodologies utilizing an assortment of correspondence channels to create positive practices; advance and support individual, network and cultural conduct change; and keep up suitable practices. BCC is a powerful and fundamental human interaction – communication – which positively influences dimensions of health and well-being. BCC is a direct approach towards changing behaviour. BCC is described by its straight approach towards changing behaviour. So the researcher observed that if the last step of BCC is properly adhered to, many people in the will at least dispose their waste properly and better than the ways in they had done in the past even though there is no disposal that is completely without a problem.

### **Recommendations**

From the findings of this research, the study recommends as follows

- a. BCC should be used more frequently in addressing waste generation and disposal issues as that would help enhance both human health and environmental quality.
- b. The various activities that lead to excess waste generation should be reduced for better waste management.
- c. since change in human behaviour can be very difficult to achieved, the community based groups (CBGs) should ensure that they continue monitor how people dispose their waste using the knowledge they had acquired during this work and the concept of Integrated Waste Management System

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**Influence of Peace Talk of Traditional Rulers on the 2020  
Gubernatorial Election in Edo State**

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**Abstract**

*This work assessed the role of traditional rulers in ensuring peaceful election during the Edo State 2020 gubernatorial election. The objectives of the study were to; examine the role of traditional institution in ensuring peaceful election during the Edo 2020 gubernatorial election. Determine the extent to which traditional institutions peace talk were adhered to by electorates and ascertain the effect of such peace talks on Edo people during and after the election. The study was anchored on the Dialogic theory of communication. The study employed the survey research method and the instrument of data collection was the questionnaire. The findings indicate that traditional rulers played major role through peace talk with various political actors to ensure a peaceful election during the Edo 2020 gubernatorial election. That the post mediation meeting*

*between the traditional institutions created the level of peace experienced during the election. The researchers recommended that the Independent National Electoral Commission needs to involve traditional rulers as critical stakeholders in pre-electioneering campaign consultations and meetings in order to stem the orgies of violence during elections.*

**Keywords: Traditional rulers, Election, Peace talk, traditional Institutions**

## **Introduction**

Traditional leadership and traditional institution have existed in the African continent before the advent of colonialism. Every African community was blessed with a well- drafted political process anchored by the Monarchical system in place. In this system of leadership, Kings and Queens-in-council were the major traditional heads that determine how the affair of the community is run. In Nigeria, traditional institution where Monarchical leadership hold sway, this Kings and Queens are usually referred to as “Oba, Emir, Obi, etc, and they are the custodian of the people’s culture and heritage.

However, the advent of colonialism still didn’t change monarch’s role of being a leader, as they were part and parcel of the pre-colonial and post- colonial era. Traditional rulers in Nigeria acted in different capacities during the colonial era, as they were seen as the intermediary between the British government and the Nigerian people in their various communities. In view of the above, Ganiyu, Ojewale and Oyewole (2016) aver that the present day Nigeria is an integration of different cities, kingdoms, caliphates and empire that are naturally independent of one another into a single political entity. They added that ‘Traditional rulers in the pre-colonial era immensely contributed to the formation, extension of greatness and promotion of good relationship among different kingdoms and empire in the area that is referred to today as Nigeria’ (p.148).

Politically, the traditional institution in Nigeria is playing vibrant role in ensuring peaceful co-existence among different communities, and also ensuring that the Nation’s political system work well, especially during



election. Traditional rulers see political candidates as their subjects by culture and by tradition, and as such, they play fatherly role by way of talking to contestants on the need to play by the rules and maintain political tolerance.

Therefore, this study is undertaken to assess the role of traditional rulers in ensuring peaceful election during the Edo State 2020 gubernatorial election.

### **Statement of the Problem**

Prior to the Edo State 2020 gubernatorial election, the polity was heated up with foot soldiers of major political parties, threatening to unleash anarchy and mayhem on each other. These issues were well represented in the mass media and several moves were made to ensure peaceful co-existence among major actors before, during and after the election. Traditional rulers were at the forefront in the process, as several peace accord meeting were held in the palaces of different traditional rulers. Apart from the above, the political actors also capitalized on the closeness of the traditional rulers to the people to attempt to use them to woo their subjects. This resulted in some of the candidates taking up chieftaincy title in several palaces.

The above underline the importance of the traditional institution in electioneering, however, this importance has attracted little attention in research. It is based on this, that this study assessed traditional rulers' role in peaceful election during the 2020 Edo State gubernatorial election.

### **Objectives of the Study**

The study was guided by the following objectives

1. To examine the role of traditional rulers in ensuring peaceful election during the Edo 2020 gubernatorial election
2. To ascertain the extent to which traditional institution's peace talk were adhered to by the political parties
3. To find out the influence of traditional rulers peaceful talk during and after the 2020 Edo Gubernatorial election

### **Research Questions**

1. What role did traditional rulers played in ensuring peaceful election during the Edo 2020 gubernatorial election?
2. To what extent did the political parties adhered to traditional institutions peace talk?
3. How effective was traditional institution is role on peaceful electioneering during and after the 2020 Edo Gubernatorial election?

### **Theoretical Framework**

This study employs the Dialogic theory which was propounded by Martin Buber in 1970. The theory argues that organizations should be willing to interact with public in honest and ethical ways in order to create effective organization public communication channel. According to Kent (2016), the dialogic theory represents a body of communication principles that were developed to facilitate interaction between two people, or among a small group of individuals. Dialogic according the theory has been theorized as a genuine form of interpersonal communication that draws on humanistic principles like trust, unconditional positive regard for others, empathy and sympathy, among others. The relevance of this theory to the study lies in the fact that peace talk is a dialogic way of avoiding violence during the election. The engagements of the contestants with the traditional institution was a deliberate efforts to stem the tide of violence that heralded the election.

Traditional rulers and traditional institution refer to a central authority control selected by the people in the community through the cultural processes and traditions, and accepted by the people to control cultural and traditional affairs not covered by governmental laws and regulations. That is, an authority that pilots the people in a community along the lines of customs and traditions in the community. According to Edosa and Braimah (2016), traditional ruler is the head of an ethnic group or clan who is the holder of the highest primarily executive authority in an indigenous polity or who has been appointed to the position in accordance with the customs and tradition of the area concerned by instruction or order

of the state government, and whose title is recognized as a traditional ruler by the government of the state. In the same vein, election is a formal decision making process by which a population chooses an individual to hold public office. Robert and Edward (2014) cited in Edosa and Braimah (2016) see election as a method for the selection of persons to fill certain offices through choice made by an electorate or by those citizens what are qualified to vote under the rules and procedures of the electoral system. Traditional institution however, refers to the indigenous political system or arrangement whereby leaders with proven track records are nominated, appointed and installed in accordance with the provision of their native laws and custom (Malami 2011). An election can be said to be peaceful when the entire electioneering processes are fairly done without anarchy or rivalry, where every electorate is granted his franchise (right to vote and be voted for).

In the period preceding independence, traditional rulers according to Ohiole and Ojo (2015) were accorded various constitutional roles. During the colonial period, the system of indirect rule or native authority system introduced by Lord Lugard gave prominent role in various degrees to traditional rulers. They were members of the colonial administrative apparatus, because they were given wide power over matters in their domain except the power to keep a regular army and to levy tax. Again, in the constitutional reforms that preceded independence, traditional rulers retained their prominence in governance. The 1976 local government reform specifically made provision for an emirate or traditional council in local government, accorded with specified functions; to formulate general proposal as advice to local government, to harmonize the activities of local government councils through discussion of problem affecting them generally, and giving advice and guidance to them, coordination of development plans of local government by joint discussion and advice.

Corroborating the above, Fatile and Adejuwon (2010) aver that, despite the glaring influence of traditional rulers in modern governance, the political system still finds them relevant in the discharge of certain administrative function. It is the general belief that traditional rulers are the

custodian of culture and tradition of the people. Consequently, they serve as a bridge between the government and the people. This is why they are courted in terms of major change in our political life as witnessed during the Abacha regime when he was planning to succeed himself or during the Obasanjo regime while he was trying to lobby the traditional rulers to back his third term agenda. The previous administration also courted the support of traditional rulers as demonstrated when President Jonathan and his wife, Patience, bagged the Ohun Orun of the source and Yeyeohun Orun of the source” respectively from the Oni of Ile-ife, Oba Okunade Sijuwade as part of events marking his 30 years on the throne. In the President’s speech in that event, he regretted that there had not been any meaningful role assigned to traditional institutions to shape democratic governance in the country and advocated that traditional ruler, as father of all, should be given well spelt out roles in the constitution (Fatile and Adejuwon 2010)

It is in this context that Ohiole and Ojo (2015) argued that traditional institution play development role by complementing the effort of government in revenue and resource mobilization and sensitization of their subjects on government’s programmes in health issue, voters registration etc. while campaigning that Nigerians should do voter registration, president Jonathan said that, is time for traditional rulers to speak to their subject on the need to come out for the forthcoming voter registration, so that during election, the people can choose their leader.

This same peace and mediating role was seen during the Edo 2020 gubernatorial election where traditional rulers played major role in ensuring that the state had a peaceful election and as well ensure that the peaceful running of the electoral process is maintain even after the election.

According to the Nigerian Observer (2020), the good people of Edo state have been admonished to maintain a peaceful disposition in the September 2020 gubernatorial election. This call according to the Observer report was made at a meeting of the Edo council of Traditional rulers and chiefs, held on Tuesday, September 8<sup>th</sup> 2020 at the palace of the Oba of Benin. The Edo State Council of Traditional Rulers and Chiefs appreciated

the effort of the Benin Monarch, His Royal Majesty, Omo N' Oba N' Edo, Uku Akpolokpolo, Oba Ewuare 11 in enjoying political parties in the state, especially members of the All Progressive Congress (APC) and the People Democratic Party (PDP), who considered themselves as arch political rivals in the polity, to eschew violence and ensure that there is peace and tranquillity before, during and after the election.

The role of the traditional institution in aiding a peaceful electoral atmosphere was also brought to the fore, as members of the council were admonished not to allow themselves or their subjects become willing tools for the perpetration of violence during the 2020 election in the state. The traditional rulers called on all eligible voters to come out enmass on the day of election and vote freely for their choice candidates without entertaining any fear. The council further advised the good people of Edo state to continue to pray for peace and tranquility before, during and after the election. In view of the Observer (2020) report, it is clear that traditional institution in Edo State played major role in ensuring peaceful election during the September 2020 election.

Traditional rulers however, employ different method in helping to curb unrest situations that are capable of resulting to electoral violence. Edosa and Braimah (2016), suggest the following methods:

**Mentoring:** Traditional rulers should be allocated space in curbing electoral violence by involving them through their various traditional institutions in the mentoring of their subject on the calamitous consequences of electoral violence. As a result of their widespread influence in their respective domains. Traditional rulers can mentor their subject on ethics and behaviour during registration of voters, electoral campaign and general conduct and behaviour on election and post-election days. It is a known fact that political aspirants traditionally seek the support and blessings of traditional ruler before embarking on electoral campaigns. Traditional rulers can through this process mentor, advise and influence these aspirants from engaging in any form of electoral violence.

**Traditional invocations:** The fear of negative traditional invocation by traditional rulers will also go a long way in preventing subjects from involving themselves in electoral violence as most people in these parts still believe in the efficacy and harmful effects of these negative traditional invocations. An example is when the Oba of Benin and his chiefs pronounced negative invocation on kidnappers and evil-doers in the kingdom, and during the period of the invocation, there was decrease in the kidnapping activities within Benin kingdom; this attest to the fact that many people still place high premium on the efficacy of traditional invocation.

**Penalizing those engaged in electoral violence:** Traditional rulers should penalize electoral violence perpetrators by withdrawing their chieftaincy titles and also deny sponsors and perpetrators of electoral violence such honour. Such honour and chieftaincy title should be giving to politicians who played politics according to the rules and encourage peaceful election. Traditional rulers, being close to their people, should call to order, perpetrators and sponsors of electoral violence in their domains. This call will greatly discourage the political leaders and their foot-soldier who are supposed to electoral violence as the people in the locality will beam their searchlight on them and even refrain from supporting them if they do not restrain from perpetuating electoral violence.

**Indirect homeland security system:** The widespread influence of traditional rulers can also be translated into assisting security agencies in maintaining peace, especially the curbing of electoral violence. Through what is refer to as indirect homeland security system. This is a system where the traditional ruler indirectly involved in the administration of security matters in their respective domain. No doubt, many people still believe in their traditional policing system, and they will therefore be ready to give necessary information. And this collaboration will go a long way to help in bringing about peaceful election.

The role of traditional rulers to ensuring and sustaining peaceful coexistence has remained an aged practice. This is because, since inception, traditional institution has always worked hand in hand with the political system to ensure those things that relate to electioneering are done appropriately and accordingly.

In a survey carried out by Santos (2021) on the role of traditional rulers in community development, he posits that from inception, the traditional institution has always help to bridge the gap between the citizen and the leaders. Adding that, traditional rulers work in conjunction with their subject and therefore carry the whole community along to accomplish development projects that will benefit the entire community. The study employed the survey research method, and was anchored on the dependency theory. The study found out that, traditional ruler has the power and respect to command compliance and obedient to electoral rules and government policies that will bring about societal development. Among others, the study recommended that the government of the day should always acknowledge the office of traditional rulers and ensure to give them maximum support, the study also recommended that for traditional ruler to successfully and effectively achieve compliance by subordinates, they should stay off partisan politics.

### **Methodology**

In this study, the researchers employed the survey method in conducting the investigation. Survey research was considered most appropriate because it is the type of research method that allow researchers to investigate problems that have to do with eliciting responses from human beings. It also allows researchers to examine the interrelationship among variables and to develop explanatory inferences. (Wimmer and Dominick 2011, p.185). The population of this study comprised all residents of Oredo Local Government Area of Edo State. The projected population of Oredo LGA of Edo State in 2016, according to National Population Commission of Nigeria was 490,600. The researcher adopted a sample size of 400 based on the Taro Yamane formula for known population.

The formula and calculation is shown below:

$$n = N$$

$$1 + N(e)^2$$

n = sample size

N = number of people in the population

e = allowable error

$$n = 490,600$$

$$1 + 490,600(0.005^2)$$

$$n = 490,600$$

$$490,601 \times 0.0025$$

$$n = \frac{490,600}{1,226.5025}$$

$$1,226.5025$$

$$n = 399.9$$

$$n = 400$$

For the purpose of this research, the instrument for data collection was the questionnaire which served virtually as the primary instrument as in most survey researches. The questionnaire is a series of relevant questions, sometimes statements which are usually used to elicit information from the target population of a given study. The questionnaire selected for this study contained both structured items. The questionnaire was adopted because it has the advantage of being administered to large number of people at the same time. It requires less skill to administer and respondents have greater confidence in their anonymity. The sampling technique was the simple random sampling, where selected areas of Benin metropolis were chosen,



and questionnaire administered to residents of the selected areas. The method used by the researcher in analyzing data which were collected from respondents was the simple percentage method.

**Data Presentation and Analysis**

A total of 400 copies of the questionnaire were administered to respondents, while 360 copies were returned valid. Thus, only 360 copies of the questionnaire were used for the purpose of data analysis.

The demographic data of respondents shows that 206 (59%) were male, while 154 (41%) were female. Which indicate that male dominated the numbers of respondents. The age bracket of the respondents shows that those between 18-30 are 60 (17%), those within 31-40 are 187 (51%), while 41 and above were 113 (31%). Making those between 31-40 the dominant group. Majority of the respondents are married, as 230 (64%) respondents said they were married, and 228 (63%) of the sample size said they are graduates from both University and Polytechnic, which makes the dominant size graduates.

**Table 1: Through peaceful talk, traditional rulers ensure peaceful conduct of Edo 2020 gubernatorial election**

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
Strongly agree	208	58%
Agree	102	28%
Indifferent	36	10%
Strongly disagree	07	2%
Disagree	07	2%
<b>Total</b>	<b>360</b>	<b>100</b>

The above table shows that traditional rulers through peaceful talk was able to ensure peaceful election during the Edo 2020 gubernatorial election.

**Table 2: Traditional rulers peace talk greatly influence electorate peaceful conduct during the Edo 2020 election (N.B The focus from the objectives is on political parties and not electorates**

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
Strongly agree	226	63%
Agree	67	19%
Indifferent	14	4%
Strongly disagree	30	8%
Disagree	23	6%
<b>Total</b>	<b>360</b>	<b>100</b>

The table above shows that traditional rulers’ peace talk greatly influenced electorate peaceful conduct during the election.

**Table 3: Traditional institution were very effective in ensuring peaceful election in Edo State**

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
Strongly agree	206	57.%
Agreed	57	16.%
Indifferent	23	6%
Strongly disagree	44	12%
Disagree	30	9%
<b>Total</b>	<b>360</b>	<b>100</b>

The table above shows that traditional institutions were very effective in ensuring peaceful election in Edo State.

### **Discussion of Findings**

The role of traditional institutions in ensuring peaceful election in Nigeria is as old as the Nigeria political system, from the first republic and even before the Colonial era. The findings reveal that tradition rulers have great influence on their subjects and as such play fatherly role in ensuring that peace prevail during and after electioneering process. It was however revealed that through peaceful talk, traditional rulers ensured peaceful

conduct of Edo 2020 gubernatorial election. The peace talk focused on the ephemeral nature of power, the dialectics on why friendship will be destroyed on the basis of power, the value of peace for the peaceful co-existence of society. The talk stem the orgies of violence that had pervaded the campaigns before the call for the peace talk. This means that when political conflicts are discussed and resolved in peaceful manner. The right of the electorate to rightfully choose their representatives will not be lost. It will create an atmosphere of conviviality for the electorate to exercise their rights. The peace talk addressed the political culture that has become an albatross to the Nigeria political system, where thuggery, ballot box snatching had hitherto prevail in the political process. It created an order and respect for the sanctity of the ballot box. This is why the Nigerian Observer (2020) re-echoes the role traditional rulers in Edo state played in ensuring peaceful election during the September 2020 election in the state.

The table 2 also reveals that traditional rulers peaceful talk greatly influence electorate peaceful conduct during the Edo 2020 gubernatorial election. The conduct of previous elections negates the sanctity of the ballot box. Perhaps, the threat from the traditional institution that anyone who engages in unlawful will receive the curse from the gods restrained the violent conduct usually manifest in Nigeria election. The resort to violence often discourage registered voters from coming to vote, but in this case, the well-publicized account of the peace talk probably motivated the orderly manner in which the election was conducted. Which also affirms what Ohiole and Ojo (2015) said when they aver that traditional rulers play development role by complementing the effort of government in revenue and resource mobilization and sensitization of their subject.

The study also reveals that traditional rulers were very effective in ensuring peaceful election in Edo state as shown in table 3. This align with the position of Adejuwon (2010), that traditional rulers are the custodian of culture and tradition of the people, and their subjects see their words as authority.

## Conclusion

This study from the onset assessed the role of traditional rulers in ensuring peaceful election during the Edo State 2020 gubernatorial election. The research employed the survey research method, and data were elicited through the administration of questionnaire. The study among others revealed that traditional ruler role in ensuring sustaining peaceful election cannot be over emphasized.

## Recommendations

From the findings, the following recommendations are put forward:

1. Traditional rulers should use their offices and positions to checkmate political office holder and aspirant behaviour by way of relieving them of their traditional title when they are found wanting.
2. Government should create a fair ground for contestant to stem the orgies of violence associated elections in Nigeria.
3. Government and security agencies should intensify and enforce punishment for electoral malpractice, irrespective of who is involved.

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## **Towards an Eco-Friendly Environment, the Role of Environmental Communication in Promoting Sustainable Environmental Habit in Edo State.**

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### **Abstract**

*Environmental degrading activities in Edo state are increasing unbecoming. as habits such as indiscriminate throwing of refuse remain challenging, factors such as ignorance due to lack of education by any available communication channels have been identified as key. Hence, this paper advocates for the role of environmental communication in promoting sustainable environmental habits in Edo state. The study is hinged on the participatory development theory which posits that in order to achieve development especially in environmental goals, it is imperative to engage both the people and the government. Secondary methods of data collection was employed. The paper articulates that proper communication of environmental issues through relevant communication channels will go a long way in instilling and sustaining environmental habits in the state. Hence, it recommended that all communication channels especially the mass media should be harness in sensitizing and sustaining good environmental habits in the states while the Nigeria Broadcasting Commission in its regulatory function should ensure that all media outfits make room for environmental programmes in the state and country at large.*

**Keywords:** Environmental Habits, Eco-Friendly Environment, Sustainability, Environmental Communication.

## **Background**

The picture of environment in Nigeria especially Edo State is one that present filth, disorderliness, pollution, degradation and dirt, whereas, an ideal environment should be friendly, neat, comfortable to breathe in, and must come with a sense of sanity where people can seat, relax and enjoy nature. This sorry state of the environment in Edo state is due to the fact that residents are yet to take responsibility of their environment. The irony is that this act of irresponsibility is not perpetuated by some set of individual, it is common among both the rich and poor; rural and urban areas, it is carried out by everyone one way or the other whether consciously or unconsciously.

Indiscriminate dumping of refuse is the most common environment degrading habit in Edo state. Road users both private and public transporters throw their waste from moving vehicle, very few commercial buses have waste basket in them while for those that have their passenger barely make use of it. Pedestrian litters their environment with sachet water and all sorts of plastics. Most markets and communities do not have a particular place they drop their waste. In a bid to stem the tide, some residents subscribe to unaccredited waste collectors who mostly dispose their collected waste in unapproved locations. Even with the introduction of Edo Waste Management Board, heap of waste are virtually everywhere waiting for the accredited waste collectors to pick them up and this continue to constitute a source of air and land pollution to people in these environment which makes them often susceptible to a lot of diseases.

A report published by the Nigeria Erosion and Watershed Management Project (NEWMAP) (2013), revealed that most environmental problems peculiar to Edo state emanates from heavy tropical rainfall due to climate change, erosion and waterlogged as a result of lack of drainage system in communities and major roads, spaces allocated for drainages are overtaken by house extensions or road side shops, and places with drainage system are often chocked with sand and refuse. Historic moats that can serve as a

heritage and tourist centres are over gowned, and blocked, some persons even use it as a dumping ground.

Eboh (1995) avers that most environmental degrading activities is often caused by poverty. Activities such as bush burning have become alternatives for proper clearing of farm, due to lack of proper farming mechanism also de-fallowing which is often caused by socio-economic pressures and demands for production which leads to the use of acidic fertilisers and chemicals etc. Likewise, the irresponsible falling of trees for fuel and other commercial activities continue to put the environment at risk making it susceptible to natural disasters.

The rate of environment degrading activities continue to impact our water bodies such that very few have access to clean and safe water. Nwodu (2007) citing Kaliel, UNICEF and NPC reveals that Nigeria is endowed with about 286 billion cubic metres of surface water and 52 billion cubic meters of ground water and still many Nigerians continue to face acute shortage of safe drinking water. Isah and Okojie (2007) in a study of the rate of environmental sanitation in urban communities in Benin City, Edo state provides that 50% of the residents obtained their water from private boreholes while 22% get water from an irregular pipe borne water supplies from the public utility board and only 37% have adequate supply of water while 68.8% of residents do not use any form of water purification method.

Even with the introduction of sachet water, There are still class of people that cannot still afford the sachet water as affordable as it may seems, asides that, the price of sachet water is increasing daily. A bag of water which was sold for #100 now doubled the price in some areas. This challenge suffices that many persons may be susceptible to water related disease because of the lack of clean and safe water.

However, Nigerians idea of safe water is different from the ideal; this has changed the sachet water to “pure water” as mostly called but, not all sachet water can qualify for safe water. Many of them are produced under unhygienic conditions, some are expired, the sachet themselves which are made with chemical can pose a threat. The masses unknowingly continue to



buy them and are being exposed to different kinds of problems. Furthermore, the dangers of sachet water outweighs the good considering the fact that it is bio-degradable and it amounts to almost 50% of waste disposed.

Idiata, Agbale & Iguisi (2013) projects that between 2020-2025 the amount of sachet water waste that will be generated in Benin City will be between 4,148,592 to 4,917,507.2 and will cover up to 87,535m<sup>2</sup> areas to 103,759 m<sup>2</sup> areas, and the concept of recycling is still alien to Nigerians.

Idris, Asuen, and Ogundele (2014) found a nexus between anthropogenic activities and ground water pollution resulting from the growth of industries and technological advancement especially in the mining sector, which is found in some part of Edo state. They opined that direct and indirect degradation can occur to ground water situation downhill from a surface mine by the flow of contaminated drainage from the mine and these mines drainage can come from pits, ponds or from rain fall infiltration and ground water flow during mining and reclamation, and can cause ground water pollution as a result of toxic overburden.

Nwabuaeze (2011) affirms that the basic cause of environmental problem is that most of the people whose activities cause many environmental problems do not fully appreciate the impact of their activities on the environment this environmental illiteracy is a major factor. He further suffices that environmental communication is a vital aspect of the need to make man aware of the workings of his environment. It is the use of communication strategies to preserve, protect and promote the environment of man, for man and through man. To this end, environmental communication is a pivot.

### **Objectives of the Study**

This study seeks to:

1. Highlight various environmental problems peculiar to Edo state
2. Analyse the causes and provide possible solutions to environmental Problem
3. Discuss the relevance of environmental communication in enhancing Eco-friendly habits in Edo state

### **Factors Mitigating against an Eco-Friendly Environment in Edo state.**

The following are some of the factors responsible for environmental problems in Edo state thereby preventing the possibility of an eco-friendly environment.

**i. Culture:** Culture consists of the value, belief, lifestyle etc. of a particular group of people and it determines how they relate with their environment as well. Nsude (2007) citing Swell en Hoy asserts that:

*The shifting in social values is the main reason why we are not clean as before. As people spend less and less time at home, they simply pay someone else to do the cleaning for them. Some believe that if their homes are dirty and they are clean it does not matter...Basic hygiene such as washing of hands after going to the toilet, washing plate, brushing the teeth, drinking clean water and washing of clothes are no longer taught in many homes.*

The tradition and religion of the people sometimes contribute to this lack of cleanliness, activities such as putting sacrifice in the middle of a road, at five junctions constitute a menace to the environment, not only does it deface it, it contributes to air pollution as they can be on the same spot for weeks. Residents indiscriminately dump refuse anywhere and anyhow, and display bad health habits. Some food vendors do not exhibit cleanliness as they can sell their food even beside the gutter. The act of cleanliness and the pursuit of an eco-friendly environment comes from the mind first before anything but because of the collective nature of culture, even person who are clean are susceptible to adopt the “normal way” his neighbour behaves. This cultural values further show in how they maintain public properties and areas.

**Illiteracy and Ignorance:** This factor is a major factor that every environmental communicator will agree with. Most of the time, people who constitute in this despicable acts do not know its implication on the environment. Environmental illiteracy and ignorance does not exclude even the well-educated. Some illiterates take good care of their environment than

others who go to school. One can associate this factor with the inadequacies of the media and the school system in creating awareness of environmental issues and propagating good environmental behaviour. Education and awareness must be done in the economic, social, religious and political environment in our society.

**Irresponsibility:** Noblerich (2019) in an interview with one of the directors of Eco Tv (the only online environmental TV in Edo state), reveals that some of the challenges of creating an eco-friendly environment is the people's attitude to it. Such that during environmental campaigns, while some persons participate in cleaning the environment in a particular area, others act unconcerned. The question is why should they feel concerned when they don't see reasons to?

Most Edo state residents are yet to own their environment and see it as a part and parcel of themselves. Outside their homes, they believe that maintaining public places and their surroundings is the government's responsibility hence the "I don't care" attitude. This is evident in the absence of maintenance culture among dwellers. Most developmental and face-lifting projects barely last a year before they go back to their old state; there is no culture of excellence and neatness.

**Unavailability of basic social amenities:** Basic social amenities that are supposed to be provided by the government are wanting in the society. A basic one is the provision of clean and safe water. Before now, government provided clean water for every house, but as a result of the dysfunctional nature of the water resource system, citizens have resorted to providing water by themselves through borehole which is capable of causing environmental disaster in the environment. These private boreholes are pumped with generators due to the inconsistent supply of electricity. These generators which have become the only alternative causes noise pollution in the environment. Some resident now rely on it such that it can be run 24 hours and neighbouring houses tend to suffer it. Noise pollution can lead to insanity, hearing problems, discomfort and it robs individual who do not have the right to a sane environment.

**Migration:** The rate of rural-urban and Urban-Urban migration in Edo state is increasing daily because of the need for a “better life” or availability of market in Urban Edo state. Migration has contributed immensely to the environment deteriorating both in Urban and rural areas of Edo state. Increases in population in Urban Edo state will lead to citizens compete for available resources like water, electricity, public waste bins which cause inadequacies. On the other hand, increase in population will lead to increase in waste generated and increase in people perpetuating environment degrading activities. Rural-urban migration will continue to leave rural areas shanty and unattractive as people leave there.

**Poverty:** It is difficult to mention the causes of environmental pollution without mentioning the major cause of all developmental problems – Poverty. Eboh (1995) citing Batie (1992) asserts that since poor households must ensure their survival, particularly when faced with limited production base, meagre capital and poor knowledge thus they have no choice other than to exploit and degrades their environment. A lot of people criticise bush burning and indiscriminate falling of trees but the truth is that, these people cannot survive without them because they have no alternative. Habits such as usage of, shot-putting, littering etc. are adopted because they have no provision for good toilet system and waste management. In another sense, poverty mentality creates picture that only the rich can enjoy an eco-friendly environment, they believe that it is only rich people that plant flower, trees, create gardens and the likes but it is not true, they can create a conducive environment for themselves as they can afford.

**Lack of implementation of Government Policies and regulation:** The Edo state government in conjunction with the National Environmental Standards and Regulations Enforcement Agency (NESREA), and the activities of the State Ministry Of Environment And Sustainability, has taken drastic effort in ensuring an Eco-friendly environment among which is the revival of the Edo State Waste Management Board which has been performing relatively well. It has also made proper disposal of household waste mandatory such that whether a resident dispose his waste or not he/she is entitled to pay his monthly due, this has encouraged many persons

who are reluctant. The state has also set up a Public Works Volunteers (PUWOV) which is responsible for enforcing anti-street trading, hawking and have taken up a major clean-up projects of public places like the Oba Akenzua cultural centre which was in a mess before the Obaseki-led administration.

The Edo state government also set aside every last Saturday of the month for general sanitation between 7.00am to 10.00am this exercise has been long backed by relevant environmental laws such as a environmental sanitation edict enacted in 1994 to cover issues such as waste disposal, sewage, water supply, pollution, sanitary, maintenance of residential areas and premises of work place (Noblerich 2019). However, Nabegu, Mnustapha and Naibbi (2017) highlights problems affecting government policies, agencies and regulation of environmental laws in Nigeria which are as follows:

- i. the lack of reliable national statistics and reliable data which affects allocating and motoring of environmental policies.
- ii. Lack of technical capacity among staff responsible for the enforcement of the regulations. This is in conjunction with the violent and unruly behaviour of some of the enforcement agency
- iii. Overlapping functions and jurisdiction of different environmental agencies,
- iv. Corruption of regulatory officers
- v. Conflict of interest especially in the revenue driven sectors and the need for generate money more than regulating pollution
- vi. Uncertainty of which tier of government has the responsibility to regulate one aspect of environmental pollution within the constitutional framework in Nigeria.

Haven identified the lapses of these government regulations, the extent at which the people comply with these law and policies is another topic for discussion, which is why solving environmental problems cannot be the sole responsibility of the government it has to take the concerted effort of both the government and the people.

## **Efforts Aimed at Communicating Sustainable Environmental Habits in Edo State.**

Creating a sustainable environment is ensuring an eco-friendly environment that is relevant both for the people now and the people to come. It is a controlled effort of tapping into both natural and manmade resources so that generations to come will also find the planet earth habitable. Everyone should know that our stay on earth is temporary thus it is important to make good use of the natural resources available to us in a way that other generations would be able to benefit from it.

Communicating environmental issues have been seen as an important breakthrough to breaking bad environmental habits and creating sustainable habit because of its result in bring about social development changes in the society.

Quaye & Sharndama (2011) citing Person et al observes that communication is an exchange of set of behaviours this is because communication is the transfer of understandable and it is assumed that when information is properly communicated and well understood by a decoder it is capable of either introducing a new idea or modifying his existent knowledge about an issue.

In the same vein, Nwodu (2007) defines environmental communication as a conscious effort to bring people to the full knowledge of environmental problems around them; encourage them to desist from actions that are harmful to the environment and sensitise them to show greater commitment to activities aimed at safeguarding the environment.

Environmental communication does not only focus on the mass media alone, it is using all available media to encourage environmental friendly behaviours hence, Nwabueze (2007) categorise environmental communication media into two which is Personal, non-personal and traditional communication.

Personal communications are various platforms that brings the communicator in a personal contact with the audience. They include face to

face communication channels like telephone, mail, internet chat, seminars, workshops, town meeting, social clubs, chat groups, religion centres and the likes. The non-personal media are the mass mediated channels that are used to reach out to a large, heterogeneous and anonymous audience. They include the radio, television, newspaper, magazine, books, films etc. While traditional media are modes of communication typical or indigenous to any society which facilitate the exchange of ideas or information like the palm fronds, flutes, chalks and cowries, symbols, etc. (Nwabueze 2007)

Recently, environmental communication in Edo state has been through personal communication platforms through government and non-governmental campaigns such as community based clean-up programs, schools to schools sensitisation, workshops and seminars while in terms of traditional media, the use of symbolic and iconographic representation like the tying of coloured cloths like red, or white which symbolise danger and purity respectively.

However, with due respect for the aforementioned channels, the mass mediated channels has a significant role to in conscientizing and forming new attitude and behaviour than any other forms of communication this is because of its ability to reach a larger, heterogeneous and anonymous audience. Even with this knowledge, the media in Edo state has not been performing its social responsibility function in terms of environment; this is evident in the under-reportage of environmental issues in the state. Environmental issues are barely discussed; most broadcast and print media outfit in Edo state barely have an environmental program or beats.

Noblerich (2019) notes that the only environmental TV in Edo state is an online - Eco TV founded in 2017. It is the media arm of Advocacy for Environmental and Human Sustainability (ADEHSU), a non-governmental organisation established by Daniels Agbude and Oviawe Desmond. Although we have Eco TV, in Edo state, but to what extent is it performing its role, Yemisi (2019) affirms that 58% of its respondent were not aware of Eco TV. The fact that it is an online TV raise questions such as how many people have access to online TVs? Does it cover rural areas?

Nwabueze ((2007) identifies that factors militating against environmental beat reporting in Nigeria they are:

- i. Lack or no commitment to Editorial policy for environment,
- ii. Lack of understanding of issues in the beat, journalist laziness for investigative journalism,
- iii. Lack of interest of media owner on the need to establish special interest magazine,
- iv. Lack of training of programmes in environmental communication,
- v. Absence of brown envelopes in the beat

Nevertheless it is important to tap the usefulness of the mass media in awareness creation, promoting Environmental literacy, mobilising for attitude change towards the environment, setting agenda for environmental issues thereby placing it at the heart of the audience amongst other roles.

### **Conclusion**

From the foregoing, it is evident that the Edo state government is interested in making its state clean, this is seen in its sizeable effort in curbing environmental pollution but when the other half who are the residents of the state are either ignorant or not complying, little or no effort will be seen. Asides refuse and sewage waste which are the obvious cases, compliance with laid down regulations among big revenue generating sectors like the mining sector, oil & gas sector cannot be ascertain. Also, unregulated miners are increasing posing a threat daily in major parts of the states.

The role of environmental communication towards an eco-friendly environment is therefore essential in creating awareness of various environmental issues through the agenda setting function of the mass media, relating with individuals at the grass root levels, connecting both the government passion the people's passion towards creating sustainable environment, enhancing participatory on the end of the individuals, investigating and exposing companies and individuals who are causing havoc in the state, educating the masses on how best to manage their environment, advising the government on new strategies that can be



implemented and instilling a culture of sustaining an eco-friendly environment in the state. To this end, environmental communication through all relevant media must be explored.

### **Recommendations**

In inculcating and sustaining environmental culture in Edo state the following are recommended.

Edo state should employ a participatory approach in policies and regulation formation so as to get maximum development in terms of environment. From the evaluation of the policies on ground, one can say that they state has been taking a top-down approach. This approach does not make the citizen involved or feel responsible because they have seen it the government's job. Instead, the government should engage the communities and their stakeholders, in the decision making and implementation process, and the flow of communication should be down-top approach this in every way will sustain the culture of eco-friendly habits in the state.

Indigenous communication symbols can be used to foster the eco-friendly habits such as the use of red cloth which signifies dangers in the streams, farms or white cloth which signifies purity. The culture of cleanliness should be instilled in the traditional people and traditional icons like the Oba of Benin can be used as ambassadors to promote cleanliness in Edo state.

The government should encourage platforms for environmental education in the state. By education we mean both the formal and informal education. As noted in this study, a cause of environmental problem is ignorance; hence it is imperative to foster environmental education in all ramifications. People should be taught the implication of environment degrading activities on them, their environment and others. Social agents such as the school, religion centres, peer group, mass media and the likes should be mediators of environmental education. Environmental education should be a lifelong learning for all age grade and class in the state. Environmental education should also be inculcated in schools curriculum from primary to tertiary institution.

Everyone should have environmental consciousness especially Industries and manufacturers such that all action and activities are weighed and its implication to the environment before they embark on it.

Edo state government should encourage Biodegradable and recyclable materials in the manufacturing sector. Materials that are single use should be banned and replaced with a degradable alternative. The use of leaf and paper should be encouraged against they use of nylon because of their biodegradable nature. Also, in the same vein, afforestation should continue.

The water sector should be revived as an alternative to sachet water menace. In order to curb the peril of sachet water pollution in Edo state, provision of safe and clean water is the way forward. Government should revive the water sector and build clean and drinkable boreholes in communities where people can come and fetch.

In doing this, the local government arm should be empowered, and oriented with the understanding of the need to provide clean and safe water as a necessity and not as pet projects so that people can see that they are working. They should employ a participatory approach such that the people will be able to maintain and sustain these water systems. Community opinion leaders can be put in charge, and the people can pay small amount to ensure the treatment of the water tanks and maintenance of its structure

The masses should be oriented through various communication means that water must not come in plastic bottle, sachet or dispensable cans to make it pure. Sachet water should be banned and plastic bottled water and dispersal should be encouraged, with the view that people should either reuse it or recycle it.

Government should embrace recycling. The concept of recycling is foreign to a Nigerian; it is not yet our nature. Environmental experts are beginning to see that recycling is the only alternative to maintaining the environment. Currently there is no recycling company in Edo state, neither private or public and activities of the Edo State Waste Management Board has been

evident, the question is what do the government do with the waste they collect and where do they put it? Having a government owned recycling will not only help in enhancing clean environment but it will also serve as a source of revenue for the state and create jobs for the mass unemployed people of the state.

The mass media should adopt a sense of responsibility towards environmental news and information knowing fully well that they have a major role to play in enhancing an eco-friendly environment. Government should invest in the government owned media and empower them to harness their potential in curbing environmental problems in the state.

Furthermore, language barrier and technicality of environmental terminologies must be taken into consideration. Simple languages and indigenous language must be adopted in communicating to the people. Furthermore, because of the multi-lingual nature of the state, the dominant language Pidgin must be dominant in the communication process, this factor should also be considered in the choice of communicators disseminating environmental information in the state.

The Nigeria Broadcasting Commission (NBC) in their regulatory function can implement a new policy that will enforce both private and government media outfit to make room for environmental beats in their programmes or articles.

Government should raise policies especially on indiscriminate dumping of refuse. Regulatory officers should be employed to sanction anyone caught in dumping refuse inappropriately. There should be checks and balance in the regulatory bodies to curb corruption. Edo state Waste Management board should be more empowered carrying out their duties.

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## **Public Perception of Incessant Strikes by University Lecturers and the Image of Higher Educational Institutions in Nigeria**

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### ***Abstract***

*The study investigated the incessant Academic Staff Union of Universities (ASUU) Strikes and the image of Nigerian Universities. In order to actualize the objectives of the study, various literature and theoretical issues were discussed. A sample population of 150 respondents drawn from among staff and students of the University of Uyo, Akwa-Ibom State, Nigeria was used for data collection. Primary and secondary sources of data were used. The primary source was a set of questionnaires while secondary sources were extracted from textbooks by different authors, journals and other publications. The study adopted descriptive survey research design. All the 150 copies of questionnaire administered on the respondents were retrieved and analysed. Data were calculated with frequency counts, and simple percentages and presented in tables and figures. Findings revealed*

*that ASUU strikes have resulted in a negative image for the Nigerian higher educational system in Nigeria. Consequently, it was recommended that ASUU members should be weary of embarking on frequent strikes in order to restore the good academic standards already lost in the country. In addition, government should take practical measures to meet the demands of the university lecturers to avoid incessant strikes by the lecturers. Finally, the study recommended that effective and suitable Public Relations strategies should be applied to help improve the image of Nigerian Higher educational system.*

## **Introduction**

For every organization, a good corporate image is requisite for its overall success and growth as that is the totality of its whole essence. Indeed, the effect of Public Relations in managing the reputation and image of any organization cannot be underestimated. Public Relations is a leadership and management function that helps to achieve organizational objectives, define philosophy and facilitate organizational change (Lattimore, Baskin, Heiman, Hoth, 2009). Therefore, it is imperative to understand that the practice of Public Relations will continuously emerge as a major force in today's global society. As a profession, Public Relations will continue to play tremendous and revolutionary roles in changing the face of the earth.

Basically, Public Relations is all about establishing and sustaining mutual understanding between an individual or organization and its publics. The British Institute of Public Relations (BIPR) explains Public Relations as the deliberate, planned and sustained effort to create mutual understanding between an organization and its publics. In line with this, Public Relations Society of America (PRSA) explains that a responsible and effective Public Relations program is based on the understanding and support of its publics. Consequently, Stanley Baran also believes that Public Relations at its best not only tells an organization's "story" to its publics (communication) but also helps shape the organization and the way it performs (management).

A very strong mutual relationship with its publics is important for an organization's growth. Thus, an organization must be able to maintain a

good image in the eye of its public. A bad image will affect the reputation of the organization which would consequently result in a negative relationship between the organization and its publics. In respect to this, this study is taking a deep look into Nigerian Universities and the effects the frequent strikes have on the image of the Universities. Public Relations serves a wide variety of institutions in the society including educational institutions. Education is a major priority for all Nigerian citizens and despite this the educational sector and system of the country is characterized with numerous challenges that make it difficult for Nigerian Universities to reach a high standard. The Nigerian higher education system is comprised of universities, polytechnics and colleges of education making it the largest and most complex higher education system in Africa (Moja, 2000). However, the higher education system in Nigeria has been criticized for being ineffective and inefficient mainly because of incessant strikes that often paralyzed the educational system. .

The Times Higher Education World University Rankings (2016-2017) was recently released and only the University of Ibadan (UI), Nigeria's premier university made the list. UI placed a distant 801 on the list of the world's best universities. The poor performance of Nigeria in the global ranking of universities has aroused a lot of concern. (Obia, 2016). One of the great tragedies, of the last decades is the collapse of an educational system which was founded on sound developmental goals. The higher education system in Nigeria once boasted world class universities. In the past years, it wasn't uncommon to see foreigners as students and lecturers on the campuses of Nigerian Universities. Nevertheless, these have now deteriorated to such an extent that the image of Nigerian universities is in serious jeopardy due to the inconsistent manner by which Nigerian universities operate.

Globally, there is the usual sneer when Nigerian Universities are mentioned and a quick link with unstable university calendar due to frequent strikes by the Academic Staff Union of Universities (ASUU). There is no doubting the fact that one of the major causes of educational backwardness



in Nigeria is incessant strikes by university lecturers, which are always caused by disagreements between government and lecturers. The academic calendar of the universities is disrupted and this can make the students frustrated as a course which should be for 4 years can be delayed by 3 or more years. Thus a 4 year programme can end up being seven years. It is for this reason that parents prefer to send their wards to private universities or abroad to study rather than the government owned universities. Nigerian certificates are not even viewed as credible due to the unstable calendar and frequent strikes in the government owned universities. Additionally, top rate universities that are desirous of staff and student exchange will elect to partner with universities with stable academic calendar in other parts of the world. So this has resulted in the poor public image of Nigerian Universities. Locally, that is in Nigeria the public is unimpressed with the universities on account of the frequency of the strikes.

ASUU strikes have become a cankerworm that has dug deeply into the fabrics of Nigerian Universities. These strikes have since become almost seasonal in the country. It's quite disheartening that a session can't go by in a Nigerian University without the Academic Staff Union of Universities going on strike for series of months or weeks. It is quite a pity that no government has been able to find a lasting solution to the recurrence of strikes by university teachers in Nigeria (Adesulu, 2012).

This image robs graduates of our universities of national and even international esteem, thus major transformations are required in the Nigerian education system. This is because it is critical for Nigerian Universities to be viewed as credible and reputable.

As a result of these unending strikes by the Academic Staff Union of Universities (ASUU), the image of Nigerian Universities has been affected and not in a good way .All these have resulted in an unfavorable image on Nigerian Universities. In addition to this, it is important for the effect of the strikes on the image of Nigerian Universities to be illuminated and it is for

this reason that this study is aimed at discovering the impact of ASUU strikes on the image of Nigerian Universities.

### **Statement of the Problem**

Public Relations as a practice and profession ideally aims at maintaining a strong mutual relationship between an organization and its publics. It has been realized that leadership of every institution needs to understand the attitudes and values of their publics in order to achieve institutional goals. Moreover, it is the wish of every organization to be accepted by the public as an organization with good reputation so as to attract public acceptance, support and loyalty. Once an organization is not patronized by its publics it will gradually sink and finally collapse.

Unfortunately, due to the incessant strikes by the Academic Staff Union of Universities (ASUU) the reputation of Nigerian Universities is in serious jeopardy. These strikes have reduced the image of our universities which were before held in high regard all over the world and could compete with the best universities in the world to a mere shadow of itself. When these universities go on strike, the students are at home, and the lecturers remain at home too.

However, the extent to which ASUU strikes affect the image of Nigerian Universities requires a close examination. Therefore, this study seeks to ascertain the impact of ASUU strikes on the image of Nigerian Universities.

### **Objectives of the Study**

The broad objective of this study is to examine the impact of Academic Staff Union of Universities (ASUU) strikes on the overall image of Nigerian Universities. Specific objectives of this study include the following: -

1. To find out the public perception on Nigerian Universities as a result of incessant strikes of ASUU.
2. To examine the implications of ASUU strikes on the image of Nigerian Universities.

3. To determine the roles of Public Relations towards improving the image of Nigerian Universities.

### **Research Questions**

The following research questions will guide the study:

1. What is the perception of the public on Nigerian Universities as a result of incessant ASUU strikes?
2. What is the implication of ASUU strikes on the image of Nigerian Universities?
3. To what extent can Public Relations help to improve the image of Nigerian Universities

### **Literature Review**

Communication is an essential tool for crisis management in the corporate world, traversing private and public institutions. In this respect, the art and science of effective public relations practice has become inevitable. According to Etang (2008), public relations involves the communication and exchange of ideas to facilitate change. This change is achieved through effective, accurate and timely delivery of information and communication.

In the event of a dysfunction in the process, miscommunication, conflict and subsequently, crisis is inexorable. Crisis is the absence of peace and it is often the outcome of a breakdown in communication, (Babaleye, 2013). In corporate organizations, it is often caused by a misunderstanding between the top management and other members of staff. “Crisis is an attendant feature of human interaction and cannot be eliminated; however, its proper management and transformation are essential for peace and progress in human society” (Etim & Okey, 2013). This is because, “failure to properly manage crisis can result in serious harm to the stake holders, losses for an organization or end its very existence” (Coombs, 2007). Invariably, although crisis is inevitable, an adequate crisis management communication strategy is pertinent to the sustainability of any organization. In the case of the ASUU crisis and the Federal Government

ASUU has always complained that the promises of government have never been kept. This according to them that the Union goes on strike almost on yearly basis making the Nigerian academic calendar an unreliable one. Sometimes the strikes goes on for a whole academic year so much so that private universities have been springing up to correct the ill sustained academic programmes of the public universities.

The situation has become so bad that Nigerian university certificates are in most cases not reckoned with outside Nigeria. In fact there has been complaints that many of the Nigerian university graduates are incompetent when employed. Another fall out of the incessant ASUU strikes is the fact that foreign nationals both staff and students have literally disappeared. Moreover many of Nigerian students who have the means now prefer to go out to neighbouring West African countries to study where the academic calendar is reliable.

In the wake of all the university crisis in Nigeria series of attempt to find lasting solutions. In this respect the application of public relations principles to proffer solutions. Public Relations helps any complex pluralistic society to reach decisions and functions more effectively by contributing to mutual understanding between the publics and institutions. It serves to bring the public and public policies into harmony. Public Relations serves a wide variety of institutions in society such as businesses, trade unions, government agencies, voluntary associations, foundations, hospitals, educational and religious institutions to have mutual understanding with the society at large. To achieve their goals, institutions must develop effective relationships with many different audiences or publics, such as employees, customers, local communities, shareholders, sponsors of organizations to connect them with the society at large.

The leadership of institutions need to understand the attitudes and values of their publics in order to achieve institutional goals. The goals themselves are shaped by the external environment. The Public Relations practitioner acts as a counselor to management and as a mediator, helping to

translate private aims into reasonable, publicly acceptable policies and actions. In helping to define and implement policies, the public relations practitioner utilizes a variety of professional communication skills and strategies to play an integrative role within the organization and the external environment. (Public Relations Society of America 1991).

If the term Public Relations is interpreted broadly enough its practice can be traced back to ancient times. The military reports and commentaries prepared by Julius Caesar can be viewed as a triumph in personal and political public relations. During medieval times both the church and the guilds practiced rudimentary forms of public relations. It was not until the American Revolution that more recognizable public relations activities became evident. The early patriots were aware that public opinion would play an important role in the struggle with England, and they planned their activities accordingly. They staged events that were easily recognized and helped portray their cause in a positive light. Skillful writers such as Samuel Adams, Thomas Paine, Abigail Adams and Benjamin Franklin used political propaganda to swing public opinions to their side (Dominik, 2011).

Babaleye (2013) argues that modern Public Relations Practice came into limelight as a documented professional practice simultaneously in the United States of America, Britain and other parts of Europe in the 20<sup>th</sup> Century. It soon became popular after the First World War. From all intents and purposes modern Public Relations could be said to have originated as an offspring of Propaganda which was freely used by Adolf Hitler and the Nazis during the two world wars. In the United States of America, two names appear associated with the origin of modern public relations practice are Ivy Lee and Edward Bernays.

According to Sambe (2005), another refinement in public relations practice in recent years, as mentioned earlier is the idea that the public relations executive should be the monitor of social, economic and political trends that may affect the business or institution he or she represents. Thus,

contemporary public relations, when practiced at the optimal level, involve three general responsibilities:

- a) Continuing analysis of the social, economic, political and human environment at which the business or institution operates in order to anticipate developments and provide a basis for advice to management
- b) Counseling management on the development of policies and operations in order to develop sound relationships with the various pertinent publics.
- c) Communicating essential information about managerial policies and practices, products and services to the concerned publics.

According to Nwosu (1996), major functions of Public Relations include:

- 1) **Information and Communication function:** The Public Relations Manager is expected to provide adequate and timely information and communicate same to both the management and the organization's internal and external publics. It involves a steady two-way communication process and feedback.
- 2) **Counseling Function:** The Public Relations Manager advises the management or provides wise counsel on a wide variety of issues that affect the organization.
- 3) **Events Marketing:** The Public Relations Executive conceptualizes plans executes and evaluates special events for the organization i.e. those occasional activities or programmes of an organization with the aim of winning the interest and recognition of the publics
- 4) **Protocol Function:** This involves planning and managing the engagements of the organization's Chief Executive Officer (CEO), including booking his courtesy calls, press conferences and similar appointments, as well as preparing the timing for other engagements.
- 5) **Corporate Social Responsibility:** It is the duty of the public relations officer to ensure that the organization tries to be socially responsible to people around. Through effective research he or she

will identify and cater to the various needs of the host community or host countries.

The challenge of government organizations and institutions such the Nigerian higher institutions is the inability to create mutual understanding between the government and the public institutions. Whereas the private profit making organizations are effective in their approach to use public relations principles to prevent crisis the same is not the case with public institutions and organizations. Quite often they seem not to be in touch with their publics. The ASUU members on the one hand and the government who are their employers seem to have not taken cognizance of their responsibility to their publics at large. According to Ajala (2005) a public is a group of people bound together with a sense of commonness. Babalaye (2013) explains the Publics of Public Relations as the group of people or individuals that are linked directly or indirectly with an organization. They are the people or groups of people associated with a corporate organization either as customers, staff, supporters, board members or trustees, directors of the organization, financiers (banks, insurance or stock brokers), the media and all stakeholders of the organization. It is always in plural form. Technically, the concepts of publics can be defined as everyone interested in an organization or is affected by that organization's policies, decisions, interests, communication or projects and whose needs, wants, actions, opinions, attitudes can affect the organization and is consequently interested in the organization and differ from one organization to the other (Nwosu 1996).

Nevertheless, for the purpose of this study, we are concerned with the publics of Nigerian Universities which may include the following:

- 1) The students
- 2) Academic and non-academic staff
- 3) The parents or sponsors
- 4) The host community
- 5) The host communities
- 6) Mass media
- 7) Other tertiary institutions

- 8) Governmental organizations
- 9) Non-governmental organizations
- 10) Financial organizations
- 11) Staff Unions (ASUU & NASSU)
- 12) Student Unions, etc.

Education has been perceived as a vital and important tool and indeed is a pre-requisite for societal and national development in most developing nations (Lawal, 2008). According to Fafunwa (1980), Education could also be regarded in a broad context as the process of “developing the attitudes, abilities and behaviours considered desirable by the society”. However Fafunwa (1982) provided more comprehensive definition of education as the aggregate of all the processes by which the child or young adult develops the abilities attitudes and other forms of behaviour which are of positive values to the society in which he lives.

In Nigeria, the education system is based on the National Policy on Education (NPE) document of 1977 (last revised in 1990). Education is organized into 6 years of primary education, 3 years of junior secondary school, 3 years of senior secondary education and 4 years of university, polytechnic or college education. Responsibility for educational institutions is shared between Federal, State, Local Government, communities and private organizations. The Ministry of Education has the major responsibility for education but other Ministries also play an important role. The administration of the education system is shared mainly amongst the Federal and state Ministries of Education as well as statutory bodies referred to as Commissions (Moja, 2000).

The Nigerian Higher education system is comprised of universities, polytechnics and colleges offering programmes in areas such as teacher education and agriculture, (Moja, 2000), Also Otonko (2012) traces the history of university education in Nigeria to the Eliot Commission of 1943 which culminated in the establishment of University College Ibadan (UCI) in 1948. UCI was an affiliate of the University of London. In April 1959, the Federal Government commissioned an inquiry (the Ashby Commission)



to advise it on the higher education needs of the country for its first two decades. Before the submission of the report, the Eastern Region government established its own university at Nsukka (University of Nigeria, Nsukka in 1960). The implementation of the Ashby Report led to the establishment of University of Ife (now Obafemi Awolowo University, Ile-Ife) in 1962 by the Western region, Ahmadu Bello University, Zaria in 1962 by the Northern Region and University of Lagos (1962) by the Federal Government. The six universities established during this period 1960-1970 are still referred to as First Generation universities. In the Third National Development Plan (1975-1980), the government established seven universities instead of the proposed four and also took over the four regional universities in 1975. They were Universities of Calabar, Ilorin, Jos, Sokoto, Maiduguri, PortHarcourt and the Ado Bayero, Kano –all known as second generation universities. The Third Generation universities were established between 1980 and early 1990. They are the Federal Universities of Technology in Owerri, Makurdi, Yola, Akure and Bauchi. While state universities were found in Imo, Ondo, Lagos, Akwa Ibom, Oyo and Cross-River states. The Fourth Generation universities are those established between 1991 till date. They include more state universities, National Open University and many private universities.

The Academic Staff Union of Universities (ASUU) is a Nigerian union of university academic staff, founded in 1978. The ASUU was found as a successor to the Nigerian Association of University Teachers formed in 1965 and covering academic staff in all of the Federal and State Universities in the country. Their avowed mission was to save Nigeria from its local captors and foreign collaborators. They also had as their mission a “commitment to remain in the vanguard of the struggle to build a Nigerian nation founded on the irreducible principles of industrial democracy, socio – economic justice, and home-grown development.”. In fulfilling this noble mission, ASUU had to scale a number of hurdles. From its birth, ASUU sculptured its battles around the survival of the Nigerian University system under three main tracks: conditions of service (salary and non-salary); university autonomy; and the defense of the right to education. The

Academic Staff Union of Universities has consistently called the attention of the country to, and challenged government after government on the need to give education a pride of place in driving National Development. While these struggles have yielded some substantive fruits, it is sad to note that apathy and subterfuge of successive governments have resulted in incremental regrettable loss of progress and growth in the education sector, manifesting particularly in the deterioration and the decay of the university with their negative attitude. (Ajayi, 2013).

There have been divided opinions on the factors that have brought about falling standards of education in the country. While many have laid the blame on curriculum used in schools and the agencies or organizations involved in the formulation of curriculum, others are of the belief that incessant strikes by teachers especially Academic Staff Union of Universities (ASUU) have contributed immensely to this set back in the education sector. The magnitude of the problem has consistently led to strikes by Nigerian Union of Teachers NUT, ASUU, Non- Academic Staff Union NASU and even students as well as other bodies coordinating the grievances of the workers in the sector. The cornerstone of the struggle is to make the Nigerian state to be responsive to their problems.

Earlier literature indicates that the quality of education in some Nigerian institutions in the 1970s was comparable to high quality education offered by top world class universities. Sadly however, the quality of education offered by higher education institutions at the present time has deteriorated substantially. There is also concern about the lack of recognition of Nigerian degrees by overseas universities ;these even led to exodus of Nigerians to other African countries such as South Africa, Ghana, Cameroon, Uganda, Benin Republic and Mali to mention but a few. Despite that some of these foreign universities do not parade standard facilities, yet Nigerians prefer to go study abroad, because of stable academic calendar obtainable there. The strikes by lecturers have resulted in disruption of academic calendar in Nigeria.

As learning is suspended for a long period, the students reading abilities fall. Even the knowledge acquired during the learning period is often forgotten by several students. This mostly turns some students into certificate seekers rather than knowledge seekers. This is one major cause of producing unqualified graduates who are deficient in their fields of study. In addition, despite the poor research and innovation capability of the present set of universities, incessant strike will continue to jeopardize the research and development activities that can put Nigeria in the league of developed nations. Development cannot take place in a disruptive environment like the one currently being witnessed in Nigeria. While there are sympathies for ASUU over the government's poor handling of the situation, the lecturers, by their incessant strikes that frequently disrupt academic calendar are now seen as part of the problems of higher education in the country. Since its formation in 1978, ASUU has had running battles with every government of the day, mostly over bread and butter issues that are conveniently camouflaged under the veneer of fighting for better funding for education (Adibe, 2009).

Nevertheless, there are two seemingly positive effects of strikes when moderately implemented with positive human rights posture. It would appear that the major gains of the Nigerian University system in terms of improved conditions of service for staff and improvement in the physical conditions for teaching, learning and research have been attained as dividends of strikes.

## **Theoretical Framework**

### **Systems Theory**

Generally, the systems theory looks at organizations as being made up of interrelated parts, adapting and adjusting to changes in the political, economic, social and technological environment in which they operate (Olaniyan, 2016). It stipulates that organizations have recognizable boundaries, within which there must be a communication structure that guides the parts of the organization to achieve its goals. In application to this research work on effects of ASUU strikes on the image of Nigerian

universities, the theory believes that the success of the universities depends on its relationships with its publics as they both depend on each other

### Organizational Image Management Theory

Organizational image and reputation are important components of the views external constituents hold of organizations. Because of the effects these variables have on profits and the company’s ability to attract the best customers, executives often monitor closely, and seek out ways to improve company reputations and the image that the public hold about the organization. (Evans, 2017). This theory can be applied to this study in the sense that it believes that the image of the organization in the society will go a long way to determine its success or failure. The views, opinions, perception of the public towards the organization will affect its operation.

### Methodology

For the study, the survey research design is adopted. The population consists of the staff and students in University of Uyo, Akwa-Ibom State. The sampled population was restricted to one hundred and fifty respondents. The Purposive sampling technique whereby the respondents were stratified to ease distribution of research instrument. The 5likert- scale questionnaire was used as instrument for data collection.

### Data Presentation

**Table1: Frequent ASUU Strikes affect the academic calendar of Nigerian Universities**

Response	Frequency	Percentage (%)
Strongly Agree	111	74
Agree	33	22
Strongly Disagree	4	2.7
Disagree	2	1.3
Undecided	0	0
<b>Total</b>	<b>150</b>	<b>100</b>

*Source: Field Survey*

The above table shows that, 111 (74%) of the respondents strongly agreed, 33 (22%) agreed, 4(2.7%) strongly disagree, 2(1.3%) remain undecided that frequent ASUU strikes affect the academic calendar of Nigerian Universities. Thus, from the above analysis it can be understood that a large number of respondents strongly agree that frequent ASUU strikes affect the academic calendar of Nigerian Universities.

**Table 2: ASUU Strikes Lead to Total Collapse of all Activities on Campus**

Response	Frequency	Percentage (%)
Strongly Agree	61	40.7
Agree	50	33.3
Strongly Disagree	12	8
Disagree	26	17.3
Undecided	1	0.7
<b>Total</b>	<b>150</b>	<b>100</b>

*Source: Field Survey*

The above table shows that, 61 (40.7%) of the respondents strongly agreed, 50 (33.3%) agreed, 12(8%) strongly disagree, 26 (17.3%) disagree and 1(0.7%) undecided. Therefore, it is clear that a majority of the respondents, which is 61 (40.7%) strongly, agree that ASUU strikes lead to the total collapse of all activities on campus.

**Table 3: There is low morale among university students and their parents in Nigeria**

Response	Frequency	Percentage (%)
Strongly Agree	23	15.3
Agree	69	46
Strongly Disagree	9	6
Disagree	24	16
Undecided	25	16.7
<b>Total</b>	<b>150</b>	<b>100</b>

*Source: Field Survey, 2018*

Table 3 above table shows that, 23 (15.3%) of the respondents strongly agreed, 69 (46%) agreed,

9(6%) strongly disagreed, 24(16%) disagreed, and 25 (16.7%) was undecided. Thus, 46% that is 69 of the respondents make up the majority and they agree that there is a palpable low morale among university students and their parents in Nigeria.

**Table 4: ASUU Strikes elongate the number of years spent by students in school**

Response	Frequency	Percentage (%)
Strongly Agree	98	65.3
Agree	43	28.7
Strongly Disagree	4	2.7
Disagree	5	3.3
Undecided	0	0
<b>Total</b>	<b>150</b>	<b>100</b>

*Source: Field Survey*

Table 4 shows that, 98 (65.3%) of the respondents strongly agreed, 43 (28.7%) agreed, 4(2.7%) strongly disagreed, 5 (3.3%) disagrees and 0 undecided. Hence, this shows that a larger percentage of the respondents, which is 65.3% (98) strongly agreed that ASUU Strikes elongate the number of years spent by students in school.

**Table 5: ASUU Strikes add to the poor educational standards in Nigeria**

Response	Frequency	Percentage (%)
Strongly Agree	26	17.3
Agree	20	13.3
Strongly Disagree	56	37.3
Disagree	45	30
Undecided	3	2
<b>Total</b>	<b>150</b>	<b>100</b>

*Source: Field Survey*

The above table shows that, 26 (17.3%) of the respondents strongly agreed, 20 (13.3%) agreed, 56 (37.3%) strongly disagreed, 45 (30%) disagreed, and 3 (2%) was undecided. However, a majority of the respondents that is 56 (37.3%) strongly disagree that ASUU Strikes add to the poor educational standard in Nigeria. There must be some other factors responsible to the falling standards of education even though ASUU strikes no doubt add to it.

**Table 6: Nigerian Universities are rated low because of frequent ASUU strikes**

Response	Frequency	Percentage (%)
Strongly Agree	45	30
Agree	60	40
Strongly Disagree	16	10.7
Disagree	25	16.7
Undecided	4	2.7
<b>Total</b>	<b>100</b>	<b>100</b>

*Source: Field Survey*

Table 6 shows that, 45 (30%) of the respondents strongly agreed, 60 (40%) agreed, 16(10.7%) strongly disagreed, 25 (16.7%) disagreed and 4(2.7%) were undecided. Hence, it can be concluded that most respondents 60 (40%) agreed that Nigerian Universities are rated low because of frequent ASUU strikes.

**Table 7: Nigerian Universities need effective, aggressive PR practice to improve their image**

Response	Frequency	Percentage (%)
Strongly Agree	57	38
Agree	57	38
Strongly Disagree	13	8.7
Disagree	15	10
Undecided	8	5.3

<b>Total</b>	<b>150</b>	<b>100</b>
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*Source: Field Survey*

From the above table majority of the respondents i.e. 57(38%) of the respondents strongly agreed and another 57 or 38% agreed that the Nigerian universities need to embark on effective and aggressive public relations strategies to improve their image because of incessant ASUU strikes

**Table 9: ASUU Strikes must stop and regular academic calendar adopted to improve the image of Nigerian Universities**

<b>Response</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Strongly Agree	86	57.3
Agree	56	37.3
Strongly Disagree	4	2.7
Disagree	3	2
Undecided	1	0.7
<b>Total</b>	<b>150</b>	<b>100</b>

*Source: Field Survey*

The above table shows that, 86 (57.3%) of the respondents strongly agreed, 56 (37.3%) agreed,

4 (2.7%) strongly disagreed, 3(2%) disagreed, and 1 (0.7%) was undecided. Therefore, from the analysis above it can be deduced that a majority of the respondents strongly agree that ASUU Strikes must stop and a regular academic calendar adopted as the first step to improve the image of Nigerian university

### **Discussion of Findings**

To discover the perception of the public on Nigerian Universities on the basis of the incessant ASUU strikes over the years, the questionnaire was used as an instrument during field investigation to find out the opinions of the public. From the findings, it was discovered that majority of the



respondents i.e. 63(42%) disagreed to the fact that the standard of learning in Nigerian Universities is high. In addition to this, 111(74%) of respondents strongly agreed that frequent ASUU Strikes affect the academic calendar of Nigerian Universities. Still, 69(46%) respondents agreed that there is palpable low morale among university lecturers in Nigeria. Nevertheless, 56(37.3%) respondents strongly disagreed with the fact that ASUU Strikes have nothing to do with the poor educational standards in Nigeria.

From the responses obtained here, it is clear that the opinion of the public with regard to Nigerian Universities is negative from the background of the incessant strikes by ASUU. Members of the public form their own perceptions of an organization from the behaviour of the organization, this makes it possible for the researchers to conclude that the behaviour of Nigerian Universities has caused it to be portrayed in a bad light. In addition to this, the Systems theory emphasizes the interdependence of organizations with their environments both internal and external. Nigerian Universities depend on resources from their environment which can be affected by how the public see Nigerian Universities. So if the public believes that Nigerian Higher education is bad, this will surely affect their operation in the society. Therefore, the findings from this study are also in line with the findings from the report made by Adesulu (2012) who explained that the public is unimpressed with the poor public image of Nigerian Universities.

What is the implication of ASUU strikes on the image of Nigerian Universities?

The second research question intends to find out the implications of ASUU Strikes on the image of Nigerian Universities. Basically, this question seeks to discover how the strikes have affected the universities, which in turn will no doubt have an effect on the self and public image of the university. So, from the field investigation it was possible for the researchers to find out that ASUU strikes have really led to the total collapse of all activities on campus and this was strongly agreed upon by 61(40.7%) respondents. Also, 98(65.3%) respondents strongly agreed that ASUU

Strikes elongate the number of years spent in school. Furthermore, 94(62.7%) respondents strongly agreed with the fact that ASUU Strikes cause parents to prefer to send their wards to foreign or private universities by majority of the respondents. In fact, 86(57.3%) respondents agreed that ASUU Strikes are often primarily as a result of disagreement between the government and university lecturers. 60(40%) respondents agreed that Nigerian Universities are rated low because of frequent strikes. 67(44.7%) respondents strongly agreed that Nigerian Universities are not well-funded by government leading to several strikes.

From these responses derived from the public using questionnaires, the researchers were able to figure out the implications of ASUU Strikes which have resulted in a negative image of Nigerian Universities. This is in agreement with the opinions of Otonko (2012) who believes that the state of higher educational system in Nigeria has been very discouraging and sad. In other development, it is obvious that these implications of ASUU strikes have an impact on the image of Nigerian Universities because Agenda Setting theory postulates that although the mass media are not always successful in telling us how to think, they are quite successful in telling us what to think about. Members of the public are constantly reading, listening or watching news stories about the implications of ASUU strikes which are presented to them by the mass media. It is thus necessary to understand that because of how information about these implications are always provided for public consumption it has resulted in a negative image for Nigerian higher education system.

Does Public Relations help to improve the image of Nigerian Universities? For the researchers to determine this, the respondents were asked which Public Relations tools they believe could be used to improve the image of Nigerian Universities. Based on the responses retrieved from respondents, 66(44%) of them agreed to Press Releases while 76(50.7%) agreed to Orientations for freshmen. 66(44%) believed that handbills and posters help to improve the image of Nigerian Universities and 67(44.7%) respondents agreed to Social Media platforms. Furthermore, 67(44.7%)

respondents agree to the use of online and traditional advertorials and majority of the respondents 57(38%) all agreed that the quality of education offered students improves the image of the universities. Also 60 (40%) respondents are of the opinion that a peaceful learning and conducive environment for academic work in universities will help to boost universities image and 68 (45.3%) also agreed to Academic freedom amongst lecturers as an effective tool. Of course 65 (43.3%) respondents agreed to the practice of students unionism in a peaceful manner and 72(48%) further agreed to students participation in sports, travels, etc. as an effective tool for improving the image of Nigerian Universities.

Overall, majority of the respondents all agreed that these tools improve the image of Nigerian Universities. However, the most strongly agreed on were, the quality of education offered students and Peaceful learning and conducive environment for academic work in universities. Granted that Babaleye (2013) makes it clear that once an organization is not patronized by its publics it will gradually sink and collapse, then it is believed that the use of these PR tools will go a long way in improving the image of Nigerian Universities. Being that education has been perceived as a vital and important tool for national development and that organizational image management theory explains that organizations must sustain a desirable image in order to be successful , then it is safe to conclude that Public Relations certainly improves the image of Nigerian Universities.

### **Summary, Conclusion and Recommendations**

This study was carried out by the researchers to ascertain the impact of the Academic Staff Union of Universities (ASUU) incessant strikes on the image of Nigerian Universities (with focus on the University of Uyo, Akwa-Ibom State). Relevant literatures relating to the subject of study have been reviewed in order to showcase diverse views or opinions of some authorities on the relevance of a good image to any organization.

The study adopts the survey research design and in order to obtain necessary data. Questionnaires were distributed to 150 respondents from the

University of Uyo, Akwa-Ibom state. After the collection and analysis of the relevant data, the researcher discovered that ASUU Strikes have resulted in a negative image for the Nigerian Higher Educational System.

The study was guided by three research questions as follows which have been answered:

1. What is the perception of the public on Nigerian Universities?
2. What is the implication of ASUU strikes on the image of Nigerian Universities?
3. Can Public Relations help to improve the image of Nigerian Universities

In general, the study has stressed the need for a good image for any organization. Every organization must be able to maintain a good image in the eye of its publics. A bad image will affect the reputation of the organization.

## **Conclusion**

It has been established that a good image or reputation is very necessary for the existence and survival of any company. Every organization wishes to be viewed as credible and responsible by its publics. However, as a result of the frequent strikes in Nigerian Universities, the image of Higher Education in Nigeria has been affected and not in a good way. Based on the findings of this study, the public perception about Nigerian Universities is bad. ASUU strikes have numerous negative implications which have jeopardized the image of the universities. In addition to this the study has uncovered some PR tools that help improve the image of Nigerian Universities. Nigerian Universities must strive to create, maintain and regain a legitimate image for themselves in the eyes of the public.

## **Recommendations**

The study has investigated ASUU strikes and the image of Higher Educational system in Nigeria. Considering the research findings and general analyses of findings, the following recommendations are hereby made:

1. Although the struggle and disagreements between the Academic Staff Union of Universities and the government might be for a good cause, they should understand that these constant strikes have a negative effect on the image of Nigerian Universities and so they should strive to minimize the rate at which they go on strike or use other methods other than strikes to agitate for support and funding from the government.
2. The Nigerian Government must recognize that the education sector is a very vital sector which is the backbone of the country's manpower development, they must allocate sufficient resources for the sustainability of education in Nigeria.
3. Since the research has uncovered effective and suitable Public Relations tools that can help to improve Nigerian Universities' image such tools like the quality of education offered students, peaceful learning and conducive environment for academic work in universities staff relations, etc. should be applied to help improve the image of Nigerian Higher educational system.
4. The Public Relations department of various Nigerian Universities should make provisions for feed back and opinions from their publics both internal and external.
5. In addition, further study can be carried out on how the Nigerian government can improve the image of Nigerian universities.

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## **Kaduna and Plateau States' Residents' Perception of Selected Radio Stations' Reportage of Banditry in Nigeria**

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### **Abstract**

*The study was on Kaduna and Plateau States' residents' perception of selected radio stations' reportage of banditry in Nigeria. The study was guided by the Individual Differences Theory. Survey research method was used with the instrument of questionnaire. The study found that FRCN reports on banditry are usually on the side of government, while that of Rhythm FM are usually fair and balanced. The study equally found that FRCN featured sources that support government more in its reportage, while Rhythm FM featured sources that are fair in their presentations. The study recommended among others that there is need for the Federal Radio Corporation of Nigeria to review and reshape its reportorial style in line with global ethics of journalism.*

***Keywords: Banditry, Perception, Humanitarian Consequences, Individual Differences Theory.***

### **Introduction**

Several countries of the world are facing security challenges. Nigeria, in recent times has been facing increasing threat of banditry, a type of organised crime that includes kidnapping, armed robbery, murder, rape, cattle-rustling and exploitation of environmental resources. In Nigeria,



hardly a day passes without news of bandits sacking villages and taking people into custody, until ransoms are paid for their release; the choice of their victims ranges from village heads to school students and pupils to ordinary farmers (*The Punch* Editorial, November 4, 2019). “Armed banditry has become a central security challenge to Nigeria’s northwest that has terrorised communities, killed and displaced thousands, hindered socio-economic development, and threatened democratic governance” (American Security Project, 2021). ASP further asserts that “in 2011, northwest Nigeria experienced a surge in bandit attacks between the nomadic Fulani herders and sedentary Hausa farming communities. Environmental and ecological changes caused land and water to become valuable commodities, sparking fierce, and often violent, competition over resources; over the past decade banditry has evolved from a communal rivalry into lethal militia groups”.

Bandits have successfully carried out kidnapping and other forms of crime, which have resulted in killings and destruction of properties and the collapse of economic, social, religious and other activities in some states in Nigeria. According to the Nigeria Security Tracker, produced by the Washington-based Country on Foreign Relations, 262 civilian deaths were recorded by April 2019, compared to the 288 for the whole of 2018 and the 52 deaths recorded in 2017 (*The Punch* editorial, November 4, 2019). *Vanguard* newspaper notes that Nigeria has witnessed 111 kidnapping from January to August, 2012, an average of 13 persons were abducted daily in Nigeria in the first half of 2021; a total of 2, 371 persons were abducted across 36 states of the federation and the Federal Capital Territory (*Vanguard*, August 13, 2021). At the moment at least 300 students are being held by kidnappers who seized them from their schools in Kaduna, Niger and Kebbi States at different times over the last two months-many taken in broad daylight (*BBC* July 26, 2021). Some of these incidents of bandit attacks are Jangebe kidnap of 317 girls from Government Girls Science Secondary School in Zamfara State on February 26, 2021; Kund village kidnap where 53 passengers including women and children were seized from a bus in Niger State on February 18, 2021; Kagara kidnappings which occurred on February 17,

2021, where gunmen raid Government Science College, Niger State, killing one student and taking into hostage dozens of others-including 24 schoolboys, three teachers and eight relatives of school staff; kidnap of 21 passengers in a bus in Niger State in February 15, 2021; gunmen strike Kogi State and kidnap 14 people in January 25, 2021; armed gunmen kidnap 25 people coming back from a wedding in Taraba State in January 27, 2012; bandits rid Bassa community in Shiroro area of north-central Niger State, kidnapping at least 50 people on the 28<sup>th</sup> of January, 2021.

Others are Katsina school raid where 344 students of Government Science Secondary School in the town of Kankara were kidnapped in December 11, 2020; in Kaduna State on April 20, 2021, 20 students and 2 staff were kidnapped in Kasarami village, Chikun Local Government Area; 140 students were kidnapped from Bethel Secondary School in Kaduna State among many others (TRT World, 2021; africanews, 2021 & BBC, 2021).

The mass media are veritable tools in telling the people what to think and do. They remain critical platforms in crime reporting. But the way and manner that the mass media report crime is what remain unclear (Orlu-Orlu, 2017 & Olomjobi and Ajilore, 2018). International Media Support (2006) notes that:

Basically, their role can take two different and opposed forms. Either the media take an active part in the conflict and have responsibility for increased violence, or stay independent and out of the conflict, thereby contributing to the resolution of conflict and alleviation of violence. Which role the media takes in a given conflict, and in the phases before and after, depends on a complex set of factors, including the relationship the media have with actors in the conflict and the independence the media have with the power holders in society (p.4).

This means that the media's selection of what becomes reported as news and framing of issues related to a crime tend to shape public perception and opinion about the issues. Agenda set through media reporting can directly or indirectly determine the course a crime situation would follow. From the

foregoing, it becomes imperative to study the choices of words, and language used by Federal Radio Corporation of Nigeria (FRCN) and Rhythm FM in reporting bandit activities in Nigeria.

### **Statement of the Problem**

In the search for global peace, the mass media, being very crucial in promoting development, consequent upon peace, have continued to use their various communication strategies like news reporting not only to avert violence and strife, but to douse tension when the chips are down. Most times, those aggrieved are provided with alternative platforms in the media to air their grievances instead of taking to arms. Studies (Onyebuchi, 2010; Ngene, 2010; Abba, Abbasaniyel and Msughteraniyel, 2020; Patricia, 2015; Clark, 2004; Jacobs, 2014 & Gadzama, Saddiq, Oduehie; Dariya, 2018 and Noble 2011) have shown that through adequate, balance and objective reportage, people who hitherto would have taken to arms to express their displeasure are informed, enlightened and most importantly convinced to seek the option of dialogue or legal redress. However, how the mass media, especially the broadcast media which are caught between sensationalizing stories to boost patronage and objectively informing the people have played this role, has become a subject of interest. No doubt, the media have the power to resolve crises, but on the other extreme, the media can also escalate same. With the present onslaught of banditry in Nigeria, evaluating the place of the media has become necessary to researchers, including peace and conflict resolution experts.

There have been accusations and counter accusations on how the media, particularly the broadcast media are reporting bandit activities. Some argue that government-owned broadcast stations have not fared well in reporting these activities. They contend that government stations have been very economical with facts on bandit activities. They further alleged that only the views of government officials on banditry are given undue prominence in their reports. On the other, other school of thought contend that the privately-owned broadcast stations are usually fair and balanced in their reportage of banditry. Rhythm FM and FRCN are among the largest

privately and government owned radio stations in Nigeria. Therefore, taking a cursory look at these stations reportage of bandit activities has continued to agitate the study interest of these researchers.

The media, no doubt, have a key responsibility of accurately reporting crime situations like the bandit activities. It is therefore, incumbent on the media-content consumers to assess Rhythm FM and FRCN performance in this regard. And this is what necessitates this study.

### **Objectives of the Study**

The study's broad objective was to determine Kaduna and Plateau States' residents' perception of selected radio stations reportage of banditry in Nigeria. The specific objectives were to:

- i. Determine the awareness level of residents of FRCN and Rhythm FM reports on bandit activities in Nigeria.
- ii. Determine the opinions of residents on the type of reports FRCN and Rhythm FM usually broadcast on banditry in Nigeria.
- iii. To ascertain which of FRCN and Rhythm FM is playing the surveillance function of the media more than the other in the reportage of banditry in Nigeria.
- iv. Find out the two states residents views on the kind of sources that FRCN and Rhythm FM usually used in their reportage of bandit activities in Nigeria.
- v. Find out the extent of trust residents give to reports on FRCN and Rhythm regarding banditry in Nigeria.

### **Research Questions**

- i. To what extent are residents of Plateau and Kaduna States aware of bandits' reports on FRCN and Rhythm FM?
- ii. What are the opinions of residents on the type of reports FRCN and Rhythm FM usually broadcast on banditry in Nigeria?

- vi. Between FRCN and Rhythm FM, which station is playing the surveillance function of the media more than the other in the reportage of banditry in Nigeria?
- iii. What are kind of sources FRCN and Rhythm FM usually used in their reportage of bandit activities in Nigeria?
- iv. What is the trust level residents of Plateau and Kaduna States give to reports on FRCN and Rhythm FM regarding banditry in Nigeria?

### **Scope of the Study**

Scope of the study was only residents of Jos and Kaduna cities, and on FRCN and Rhythm FM reports on banditry from January to September, 2021. The choice of FRCN and Rhythm FM was because FRCN is a government owned broadcast medium and Rhythm is a private station. So, the researchers wanted to know their coverage pattern of banditry in Nigeria. Also, the choice of the period was due to increase in the activities of bandit in Nigeria.

### **Review of Literature**

#### **The Concept of Banditry**

Banditry is a type of organized crime committed by outlaws typically involving the threat or use of violence (David, 2000). It refers to acts of robbery and violence in areas where the rule of law has broken down (Collins Dictionary). Banditry means occurrence or prevalence of armed robbery or violent crime. It involves the use of force, or threat to that effect, to intimidate a person with the intent to rob rape or kill. Banditry is a crime against persons. It has been a common genre of crime, as well as cause violence in contemporary societies (Nigeria Watch, 2011).

#### **The Overview of Perception**

Like most concepts within the social science disciplines, perception (or what other scholars refer to as social perception) has been defined in a variety of ways since its first usage. The word “perception” comes from the Latin words perceptio, percipio, and means “receiving, collecting, action of taking

possession, and apprehension with the mind or senses” (Ou, 2017). In common terminology, perception is defined by Longman Dictionary of Contemporary English as, a) the way you think about something and your idea of what it is like; b) the way that you notice things with your senses of sight, hearing etc.; c) the natural ability to understand or notice things quickly.” Similarly, perception is defined as an act of being aware of “one’s environment through physical sensation, which denotes an individual’s ability to understand” (Chambers Dictionary).

According to Nelson and Quick (1997, pp. 83-84) “social perception is the process of interpreting information about another person.” What this definition has clearly highlighted for your attention is that the opinions you form about another person depends on the amount of information available to you and the extent to which you are able to correctly interpret the information you have acquired. In other words, you may be in possession of the same set of information that other people have on a particular situation, person or group but still arrive at different conclusions due to individual differences in the capacity to interpret the information that you all have.

Rao and Narayan (1998, pp. 329-330) obviously share the main characteristics of the above definition. However, they emphasize that perception ranks among the “important cognitive factors of human behaviour” or psychological mechanism that enable people to understand their environment. In their own words, “perception is the process whereby people select, organize, and interpret sensory stimulations into meaningful information about their work environment.” They argue that perception is the single most important determinant of human behaviour, stating further that “there can be no behaviour without perception.” According to Feldman (1999), “Perception is the sorting out, interpretation, analysis and integration of stimuli involving our sense organs and brain”.

Perception means that how we make sense of social world, this is related to phenomenon that how we make impressions of and make inferences about other people, issues and events. Severin (2001) cited in Sadaf (2011) further

suggests that different people react to same message in a very different way, and this is all related to the process of decoding; that how people process specific information. But sometimes exposure to selective content on media plays a very significant role in making up perceptions towards certain issue, according to Turner and West (2007), Selective exposure “is a method for reducing dissonance by seeking information that is consonant with current beliefs and actions”. Also, Watts (1966) cited in Ou (2017) points out that:

To notice is to select, to regard some bits of perception, or some features of the world, as more noteworthy, more significant than others. Of these, we attend, and the rest we ignore—for which reason...attention is the same time ignorance despite the fact that it gives us a vividly clear picture of what we choose to notice. Physically, we see, hear, smell, taste, and touch innumerable features that we never notice (p.19).

### **Effects of Banditry: Examining its Humanitarian Consequences on Nigeria**

The menace posed by banditry has affected Nigeria in so many ways. ACAPS (2020) notes that, the criminal groups have jeopardized the livelihoods of about 21 million people living in Kaduna, Katsina, Kebbi, Niger, Sokoto and Zamfara; the violence in North West Nigeria has resulted in an estimated 80, 000 refugees crossing the border into the Maradi region, Niger, since 2019. Frequent attacks by armed bandit in North West Nigeria have hindered economic activities and affected the standard of living of affected communities. In the aftermath of the attacks, schools are subject to closure and restrictions are imposed over travel and telecommunications for security reasons, temporarily limiting movement and access to education; 446, 000 people are displaced, 2, 441 fatalities reported and 5, 600, 000 are in need (International Crisis Groups, 2020). ‘More than ten million children currently not attending school, Nigeria has the highest number of out-of-school children in the world. In Northern Nigeria, only 53% of primary school age children receive formal education, and the Nigerian Union of Teachers has expressed concern that the rising number of kidnappings could keep more children out of school’ (ACAPS, 2020). According to American

Security Project (2021), the rise of banditry and armed attacks has severely disrupted means of livelihood and the distribution of essential services for people across the North West region. Since 2011, nearly 200, 000 people have fled bandit violence and remain internally displaced within the North West region. Approximately 77, 00 Nigerians have fled to neighbouring countries, and humanitarian efforts to respond to emergencies in Nigeria are overstretched. The majority of those displaced do not receive organized assistance and in desperate need of basic necessities.

### **Factors Contributing to Banditry in Nigeria: An Overview**

Several reasons have been advanced as responsible for banditry activities in Nigeria. American Security Project (2021) observes that, banditry has become an appealing method of income in Nigeria where weak governance, youth unemployment, poverty, and inequality have left people with depleted options for livelihood. Corroborating, Ademola (2021) points that, vast areas of unregulated forests allow for easy concealment, and police and military forces have difficulty penetrating the rough terrain. In addition, under-policed borders have aided the proliferation of small arms and light weapons amongst bandit groups. In its report, Nigeria Stability and Reconciliation Programme (NSRP) (2016) asserts that ecological and climate change and consistent shift in the human and livestock population; expansion in non-agricultural use of land; weak state capacity and the provision of security; proliferation of small arms and light weapons; rise of criminality and insecurity in rural areas; and weakening or collapse of informal conflict resolution mechanisms are largely responsible for banditry activities in Nigeria. In his view, Babatunde (2020) identified the following as factors responsible for banditry: drought, preferential treatment, loss of traditional relationship, land management policy, interest groups, bush burning, population increase, crop damage, bandits' lack of voice and political representation, hate speech, ethno-religious factor, resources induced banditry, ethno-regional induced banditry, political induced banditry and nomadic free-range grazing induced factor.



## **Framing of Issues by the Media and Public Sentiment Construction**

The perception of media bias has existed as far back as the founding of America. In 1807, former American president, Thomas Jefferson wrote, “Nothing can now be believed which is seen in a newspaper. Truth itself becomes suspicious by being put into that polluted vehicle” (Jefferson 1807 cited Eisinger, Veenstra, and Koehn, 2007). The news media’s ability to distort information about reality through framing techniques cannot be denied. Ofori-Birikorang (2010) contends that through news framing the media provide knowledge to their audiences, and such knowledge, in turn, exerts crucial influence in deciding the direction of citizens’ understanding and possible actions they take. News media deliberately apply such techniques to coverage of issues purposefully to shape opinion. The mostly used framing technique by the media is consonance. Consonance is a major framing method that the media use to shape and focus opinion favourably in direction of a side to an issue for public debate. Consonance is defined by Scheufele (2008) as “the tendency of different media outlets to portray controversial issues in a homogenous fashion” Consonance as a concept is synonymous with inter-media agenda setting and news media waves both of which suggest the ability of journalists to decide media contents and direction of news flows. Therefore, consonant and cumulative coverage of an issue by news media reinforces their effects on audience, more so as audience are denied the opportunity to selectively expose themselves to media messages that are consistent with their opinions and interests (Scheufele, 2008).

Strategic as the idea of consonance can be in reinforcing specific side of opinion to an issue, the media’s tendency to instigate a dual climate of opinion is very high. A dual climate of opinion holds whenever there are two established opinions over an issue: one is that of the majority of the population; the other opinion is that which is strengthened by the prevalent perception created by news media so it can be accepted as that of the majority in the society. This situation brings about deviation of collective perceptions from collective preferences, which leads to spiral of silence among the individuals belonging to the collective preferences.

Within the framework of ideological interconnectivity, the media framing, priming and consonance conspiracy can be said to have shared some meanings with the basic assumption of the propaganda model that media owners, editors and reporters connive with the elitist conglomerates to manipulate reports about events and issues (Chomsky & Harman 2002, p.5). The fact that news media so often report events and issues from the viewpoint of political elites, including the politically powerful and big business firms, can make people think that they belong to the minority and therefore keep quiet (Sparks, 2006, p178).

Even though media coverage mechanisms have been suggested as having power to make people concede specific opinion on a given issue, it cannot be ruled out that the majority in some settings and under some circumstances can reject an opinion popularized by news media. When telling every story, they not only choose who and what to include inside the frame, but who and what to leave out (Adisa & Abdulharen, 2012, p. 9). A typical example of research findings in support of this observation can be seen in the one reported by Eveland, McLeod and Signorelli that very few people expressed strong support for Gulf War in 1991 in contrast to the strong consensus that media reported in supporting and justifying the war. A greater percentage of the respondents held divergent opinion to that which was widely circulated by the media (Eveland, McLeod & Signorelli, 2001).

### **Review of Empirical Studies**

Usigbe and Ilo (2019) conducted a study titled, *‘Bias and Conflict Reportage in Nigerian Media: The Case of Tivs/Fulani Herdsmen’*. The study set out to test whether group affiliation can cause perception of bias in news and if so, what are the possible consequences on the media involved. The study adopted agenda setting theory. It used survey research design. A total of 384 sample size was picked from Gwagwalada Area Council, Abuja and Internally Displaced Persons (IDPs) camp in Daudu, Goma Local Government Area of Benue State. The result shows low confidence in the media outlet among those who perceived its news story as biased. The paper argues that no matter how objective the media reports may be, partisans

with pre-existing notions will expect that the media will be biased against them because they do not perceive it as representative enough of their position. The research suggests though that the media can do more in de-escalation of crisis by refraining from using words and phrases that can stereotype parties in a conflict.

Similarly, Orlu-Orlu (2017) carried out study on the topic, *“Perception of the Nigerian Television Authority and Channels Television Reportage of the Chibok School Girls Abduction among Residents of South-East Nigeria”*. The survey research method was used to carry out the study. Social responsibility and the individual differences theory were adopted as theoretical framework. A sample of 384 was drawn using the creative research systems online sample size calculator for the study. Multi-Stage sampling technique was used to select specific local government areas, wards and households that were studied. Findings revealed that NTA’s reports on the abduction of the Chibok school girls are often in favour of government while Channels Television’s reports on the abduction are often balanced. The credibility level of NTA’s reports on the abduction of the Chibok school girls was rated low while that of Channels Television was highly rated. The study recommended amongst others that the Nigerian Television Authority (NTA) must wake up and endeavour to properly give account of the girls’ abduction. The report must be devoid of ethnic, religious or political sentiment. Doing this will fundamentally lead to believability, which will consequently raise the credibility level of the reports.

In another study conducted by Adebisi (2020) entitled, *“Mitigating the Impact of Media Reporting of Terrorism – Case Study of the #BringBackOurGirls Campaign”*. This project aims to produce evidence-based guidance and capacity building outputs based on original, context-sensitive research into the risks and opportunities in media reporting of terrorism and terrorist incidents. The study adopted focus group discussion and interviews as the research methodologies. 26 defence correspondents and editors, interviews with eight key informants among conflict response

coordinators in the civil society space, and with three government communicators were the respondents. Those interviews were carried out at locations in Abuja and Kaduna. Findings showed that the media ownership landscape in Nigeria is deeply rooted in ethnic, political, and religious contexts and disparities. The coverage during and in the aftermath of the Chibok girls' kidnapping exposed how ownership patterns often affect media coverage in the country. The study therefore, recommended that, while media ownership and funding in Nigeria needs to be more transparent and open to scrutiny, the Nigerian media, especially print media, should focus more on reporting terrorism from the angles of the resilience of victims, rescue efforts, and how effected communities are responding to terror threats.

## **Theoretical Framework**

### **Individual Differences Theory**

The Individual Differences Theory, which came to limelight in the late 1950s and early 1960s (Folarin, 2002, p.66), is a theory of mass communication that proposes that individuals respond differently to mass media according to their psychological needs, and that individuals consume the media to satisfy those need (Kent, 2007). This means that, people differ in terms of how they process information. Some have strong need to think deeply about information, others are either passive in nature or do not bother about analysing information. Corroborating, Sargent (2004) asserts that, people with strong need for cognition tend to process information more thoughtfully and therefore may make more causal contributions overall. In contrast, people without a strong need for cognition tend to be more impulsive and impatient and may make attributions more quickly and spontaneously. Baran and Davis (2012, p.181) averred that more specifically, media messages contain particular stimulus attributes that have differential interaction with personality characteristics of members of the audience. The theory was considered relevant because the study deals with audience perception of FRCN and Rhythm FM reportage of bandit activities.

## **Methodology**

The study adopted survey method. Babbie (2001, p. 259) emphasizes the value and importance of survey when he notes that “survey is probably the best research method available to the social scientist interested in collecting original data for the purpose of describing a population too large to be observed directly”. Hence the consideration of the survey research by the researchers. The method, is one in which a group of people or items are studied by collecting and analysing data from only a few people considered to be representative of the entire population. Questionnaire was used as the instrument of data collection. For the population of the study, World Population Review (2021) put the estimated population of Kaduna city as 1, 133, 430 and that of Jos metropolis is 917, 289. Therefore, the total population is 2, 050, 719. The study area was stratified by local government areas using the stratified random sampling technique, while respondents from the local government areas were purposively selected. They were those who understand English language because the researchers only focused on news and other programme contents of those stations that are broadcast in English language, which have to do with banditry in Nigeria. From the total population, a sample size of 400 was statistically determined using a formula propounded by Taro Yamene to be used for figures above ten thousand (10, 000). To him it will guide against bias.

The formula reads thus:

Formula  $n = \frac{N}{1 + N(e)^2}$

Where  $n$  = the sample size required

$N$  = the population size

1 = constant number

$e$  = margin of errors

$n = (2050719)$

$e = (0.5)^2$

Therefore sample  $N =$

2050719

$1 + 2050719 \times (0.0025)^2$

$n = 2050719$

For equal representation, 50 questionnaire copies were distributed to Jos North, Jos South, Bassa and Jos East Local Government Areas that make up Jos city, and Kaduna South, Kaduna North, Igabi and Chikun Local Government Areas that make up Kaduna metropolis. The researchers employed the services of researcher assistants to collect data in Kaduna metropolis. Simple statistics was used for data analysis.

**Data Presentation**

392 copies of the questionnaire were returned, which the researchers used for analysis

**Table 1: What is the frequency of listening to bandit reports on FRCN and Rhythm FM?**

<b>Options</b>	<b>FRCN (Frequency/Percentage)</b>	<b>Rhythm (Frequency/Percentage)</b>
Very Frequently	389 (99.2%)	391 (99.7%)
Frequently	2 (0.5%)	0 (0%)
Rarely	1 (0.2%)	1 (0.2%)
Very Rarely	0 (0%)	0 (0%)
Never	0 (0%)	0 (0%)
<b>Total</b>	<b>392 (100%)</b>	<b>392 (100%)</b>

**Source: Field Survey, 2021**

The implication of the results in table one above is that there is very high frequency of listening to bandit reports on FRCN and Rhythm FM among the respondents.

**Table 2: What kind of sources that FRCN and Rhythm FM usually used in their reportage of bandit activities in Nigeria?**

<b>Options</b>	<b>FRCN (Frequency/ Percentage)</b>	<b>Rhythm (Frequency/ Percentage)</b>
Frequently featuring sources that support the government	366 (93.3%)	18 (4.6%)
Frequently featuring sources that are in support of banditry	2 (0.5%)	6 (1.5%)
Frequently using sources that are close to the victims	13 (3.3%)	11 (2.8%)
Sources featured are usually fair in their presentations	3 (0.7%)	255 (65.0%)
Can't tell the kind of sources usually used	8 (2.0%)	2 (0.5%)
<b>Total</b>	<b>392 (100%)</b>	<b>392 (100%)</b>

**Source: Field Survey, 2021**

The implication of this is that continued featuring of sources that support government in matters of crime such as banditry by FRCN might make the citizens see the station as government mouth piece rather than a medium of the people. The reverse could be the case as results showed that Rhythm FM featured sources that are fair in their presentations. This is based on the fact that majority of the respondents answered in that direction (FRCN (93.3%), and Rhythm (65.0%).

**Table 3: What are your opinions on the types of reports FRCN and Rhythm FM usually broadcast on banditry in Nigeria?**

<b>Options</b>	<b>FRCN (Frequency/ Percentage)</b>	<b>Rhythm (Frequency/ Percentage)</b>
The reports are usually on the government side	387 (98.7%)	27 (6.8%)
Reports are usually on the side of bandits	0 (0%)	13 (3.3%)

Reports are usually on the side of the victims	1 (0.3%)	37 (9.4%)
Reports are usually fair and balanced	3 (0.7%)	315 (80.3%)
Uncertain	1 (0.3%)	0 (0%)
<b>Total</b>	<b>392 (100%)</b>	<b>392 (100%)</b>

**Source: Field Survey, 2021**

Data from table 3 implies that bandit reports on FRCN are usually on the side of government, while bandit reports on Rhythm FM are usually fair and balanced

**Table 4: What level of trust do you have on the kind of reports usually given by FRCN and Rhythm FM regarding banditry in Nigeria?**

Options	FRCN ((Frequency /Percentage)	Rhythm (Frequency/ Percentage)
Very high	23 (5.8%)	347 (88.5%)
Above average	9 (2.3%)	37 (9.4%)
Average	353 (90.0%)	5 (1.3%)
Below average	2 (0.5%)	1 (0.3%)
Very low	5 (1.3%)	2 (0.5%)
<b>Total</b>	<b>392 (100%)</b>	<b>392 (100%)</b>

**Source: Field Survey, 2021**

The results clearly indicate that FRCN is losing trust of the citizens while Rhythm FM is gaining more credibility in the view of the people, as these were represented by 90.0% and 88.5% respectively.

**Table 5: The broadcast station respondents perceived to have so far given better report of banditry in Nigeria**

Stations	Frequency	Percentage
Rhythm FM	233	59%
FRCN	159	41%
<b>Total</b>	<b>392</b>	<b>100%</b>

**Source: Field Survey, 2021**



Statistical data in the table show that Rhythm has better reports of banditry in Nigeria than FRCN.

### **Discussion of findings**

This is done according to the research objectives:

#### **Research Objective One: Determine the awareness level of residents of FRCN and Rhythm FM reports on bandit activities in Nigeria.**

Table One provided answer to this research objective. As showed in the table, 389 (99.2%) of the respondents listen to FRCN very frequently, while 391 (99.7%) listen to Rhythm FM very frequently too. Therefore, majority of the respondents listen to bandit reports on RFCN and Rhythm FM steadily.

#### **Research Objective Two: Find out the two states residents views on the kind of sources that FRCN and Rhythm FM usually used in their reportage of bandit activities in Nigeria.**

Table Two provided answer to this research objective. Evident on the table, 93.3% of the respondents indicated that FRCN featured frequently sources that support the government, while 65.0% of the respondents indicated that Rhythm FM featured sources that are usually fair in their presentations. These findings relate to that of Orlu-Orlu (2017), who conducted a study on perception of the Nigerian Television Authority and Channels Television reportage of the Chibok school girls' abduction among residents of South-East Nigeria. The study found out that Nigerian Television Authority often feature pro-government sources in reporting the abduction of the Chibok school girls while Channels Television often features sources that are balanced in their opinions. The findings were represented by 83.91% and 96.83% respectively.

Significantly, the high level of featuring sources on FRCN that support the government is a strong factor that the citizens may lose confidence in the kind of reports given by FRN on bandits. Likewise, the high level of using sources that re fair in their presentations by Rhythm FM is a strong

indication that the Nigerian public may have confidence on Rhythm FM reports regarding banditry.

These different perspectives demonstrate the adoption of the Individual Differences Theory in this study.

**Research Objective Three: To ascertain which of FRCN and Rhythm FM is playing the surveillance function of the media more than the other in the reportage of banditry in Nigeria.**

Data, as presented in table 5, reveals that 233 representing 59% of the total respondents said Rhythm FM has better reports on banditry in Nigeria, while 159 respondents representing 41% of the total respondents indicated that FRCN has better reports on bandit activities in Nigeria. Statistical data in the table therefore, shows that Rhythm FM has better reports on banditry than FRCN.

**Research Objective Four: Determine the opinions of residents on the type of reports FRCN and Rhythm FM usually broadcast on banditry in Nigeria.**

Findings here, which are contained in table three above, revealed that RFCN reports on banditry are usually on the side of government as this was represented by 387 (98.7%), while for that of Rhythm FM is 27 (6.8%). Further, Rhythm reports are usually fair and balanced. This finding is represented by 315 (80.3%), while that of FRCN is 3 (0.7%). This is an indication of the influence of ownership pattern of media houses. Adebisi (2020) corroborated the above when the finding of his study states that the media ownership landscape in Nigeria is deeply rooted in ethnic, political, and religious contexts and disparities. The coverage during and in the aftermath of the Chibok girls' kidnapping exposed how ownership patterns often affect media coverage in the country. This finding is also in line with the provisions of the Individual Different Theory as people express opinions differently on issues.

### **Research Objective Five: Find out the extent of trust residents give to reports on FRCN and Rhythm regarding banditry in Nigeria.**

The last objective set out to ascertain the extent of trust residents give to reports on FRCN and Rhythm FM regarding banditry in Nigeria. Findings showed that majority of the respondents (90.0%) gave FRCN reports average trust, while majority of the respondents scored Rhythm FM reports on banditry as very high (88.5%). These findings relate to that of Orlu-Orlu (2017) as his study found out that the credibility level of the Nigerian Television Authority's reports on the abduction of the Chibok school girls was rated low while that of Channels Television was highly rated. This underscores the relevance of the Individual Differences Theory in this study; that, people differ in terms of how they process information.

### **Conclusion**

This study was conducted to determine Kaduna and Plateau States' residents' perception of selected radio stations' reportage of banditry in Nigeria. The study concluded that FRCN has not done up to the expectation of the people as far as reporting of banditry in Nigeria is concerned. However, the study also concluded that Rhythm FM has performed to some extent to the expectation of the listeners.

### **Recommendations**

In the light of the findings of this study, the following recommendations are made:

1. There is need for the Federal Radio Corporation of Nigeria to step up its games in the reportage of banditry in Nigeria. This the station can do by giving the audience the real account of bandit activities. This implies that FRCN should detach itself from reporting the activities of bandits from the point of view of ownership and political sentiments.
2. The government should give FRCN free hand to carry out its business accurately and objectively.

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## **The Dialectics of Alleged Murder and Media Trial of Chidinma Ojukwu on Social Media**

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### **Abstract**

*This study analysed the dialectics of alleged murder and media trial of Chidinma Ojukwu on social media. The objectives of the study were to examine the YouTube and Facebook comments tied to Chidinma Ojukwu's alleged murder case; ascertain the frames of YouTube and Facebook comments on Chidinma Ojukwu's alleged murder case; and examine if the YouTube and Facebook dialectics of alleged murder and media trial of Chidinma Ojukwu contradicts claims established by the Police. The study was anchored on the attribution theory. Qualitative content analysis was adopted as research design while purposive sampling technique was used to select twenty (20) comments, ten (10) each on YouTube and Facebook on the alleged murder case of Usifo Ataga which were presented and interpreted. The social media dialectics revealed Chidinma's self-confessed alleged murder of Ataga as true but that she allegedly carried out the crime with the assistance of some unproven parties even though she has recently denied the murder case. Based on the findings, it was recommended that social media users should be cautious of media trial of parties involved in a crime. This is because an accused still remains innocent until proven guilty by the law court. Thus, social media trials should not conclude yet if Chidinma Ojukwu actually killed Ataga until the court decides. It was also recommended that the frames of dialectics and media trials found in this study should be further investigated by security agencies to ascertain if the*



*media trial and dialectics correlate with those of security agencies and the law courts.*

**Key Words:** *Social Media, Crime Management, Media Trial, Dialectics.*

## **Introduction**

Due to its ever-increasing reach and impact in today's society, social media has become an inextricable part of every social setting. Even via media trial, social media enhances policymakers', managers', and people's access to information, as well as the speed with which fresh information is received, analysed, and transmitted, allowing it to play a bigger role in crime combat. The media may either exacerbate or aid a crime. Despite this, the media's influence in every crime, including the dialectics and trials of social media users, cannot be overlooked. Public opinion is continuously affected throughout a crime. By keeping a positive attitude, social media users may make a deliberate effort to impact public emotions and public opinion in these situations. Even the best efforts of policymakers and managers would be wasted if the media did not have a positive attitude toward them. One of the most important parts of finding solutions in dialectics and media trials of crimes is having trustworthy and up-to-date information, and providing this right information is the best way for social media to aid crime victims.

Journalists and media experts act as a conduit between the general people and the government. By assisting people and the government in crime prevention, confrontation, rebuilding, and rehabilitation efforts, the media can help increase crime protection by taking into account the nature of society and playing an active, positive role before, during, and after a crime, while also attempting to offer positive criticism to the government's efforts. As a result, social media users may be able to play a key part in bolstering society's criminal defenses and reducing the harmful impacts of social vices (Pour, 2014). What we think about, how we think about it, and what, how, and why it affects our emotions are all influenced by social media and its tools (Sarookhani, 2002). As social media's influence in society develops, so does its administrative power and participation in a

variety of social situations, such as crimes. Social media users may avoid the spread of false information and manage public opinion by providing accurate, diverse, and unique news and comments. Two common media techniques include increasing understanding and awareness about a specific topic, such as a crime, and presenting crime trends. In terms of social vices, the media should focus on portraying the actual needs of misadventure victims, aiding the government in gathering and arranging humanitarian supplies, and assisting law enforcement in preventing looting in social vices (Mehrgan, 2013).

Social media comments can only play a positive role in regulating and managing social vices if the process of creating and reporting information meets the ever-changing situation of the problem, and media decisions satisfy the needs of the target audience (Soltanifar & Mortazavi, 2008). Although no two crimes are alike, there are some commonalities among them, such as the need for quick decision-making, the limited number of solutions available, the clash between opposing groups, the need for a quick response, the severity of the situation, and the ever-present nature of bad decisions, all of which can be used to develop a predetermined plan for preventing and managing criminal activity. The crux of this study is to analyze dialectics on the alleged murder and media trial of Chidinma Ojukwu on Youtube and Facebook as the select social media platforms between June, 2021 through July, 2021. Social media plays an essential role in all social, political, economic, and natural unrests because of its capacity to reach a broad audience and their role in changing public opinion. Working in the media during crimes and crises necessitates a thorough examination of the factors influencing the situation, as well as the activities of intervening parties and other groups, a task made more difficult by the paradoxical nature and inconsistency of some of these organizations and elements (Mehrgan, 2005).

However, although many researches such as Iyomih (2019) and Nwabueze & Ebeze (2013) have worked on the roles of the media in crime management, only a few have been done researches on the dialectics and media trial of crimes especially on Chidinma Ojukwu's alleged murder

crime. This study is therefore an attempt to cover the gaps in literature and research methodology using the currently boiling case of Chidinma Ojukwu's alleged murder of Usifoh Ataga, CEO of Super television.

### **Objectives of the Study**

The objectives of this study are to:

1. Examine the YouTube and Facebook comments that are tied to Chidinma Ojukwu's alleged murder case;
2. Ascertain the frames of YouTube and Facebook comments on Chidinma Ojukwu's alleged murder case;
3. Examine if the YouTube and Facebook dialectics of alleged murder and media trial of Chidinma Ojukwu contradicts claims established by the Police

### **Theoretical Framework**

#### **Attribution theory**

Attribution theory is a branch of social psychology that tries to explain how people decide the causes of events or behaviours, as well as how that attribution affects their future behaviour. Originally introduced by Heider (1958), the main theoretical frameworks have been developed by Kelley (1967, 1973); Weiner et al. (1971); and Weiner, Nierenberg, and Goldstein (1976) as cited by Schmitt (2015). Attribution theory has subsequently moved out of social psychology and been applied in various disciplines of management science.

The idea of "naïve psychology," established by Heider (1958), has its roots in attribution theory, which aims to understand how laypeople decide the reasons of certain occurrences. Not one, but numerous "attribution hypotheses" have been evolved from this beginning concept. Kelley's model and Weiner's model are two major frameworks that have been extensively accepted in academic literature (Schmitt, 2015).

Researchers have found numerous biases in the process of causal attribution. The precise reasons that induce individuals to ascribe causation to occurrences are connected to such biases. Among these are the desire to preserve one's ego, the need to believe in effective control, and the desire to

show oneself in a good light to others. To begin with, it has been shown that one of the motives for attributing causes to occurrences is to safeguard one's self-esteem (Riemer, 1975). To protect their ego, people are prone to exaggerate the importance of internal reasons in the event of success in order to boost pride and confidence, and exaggerate the importance of external causes in the case of failure in order to avoid a negative impact on their self-esteem. The self-serving bias is the term for this. Second, there is a need to believe in effective control, which leads to a tendency to attribute controllable reasons to them (Lerner and Miller, 1978). This permits individuals to continue making attempts to accomplish their objectives (since they feel that effort leads to goal achievement) while also protecting themselves by reducing the likelihood of bad occurrences occurring. Finally, an individual's attributions may be skewed by their desire to look positive in front of others, such as appearing modest by downplaying internal reasons in the case of success (Feather and Simon, 1971 cited in Schmitt, 2015).

The theory is relevant to this study as it explained possible roots of social media dialectics and possible biases of the attributions and frames in the dialectics.

## **Conceptual Review**

### **Social Media**

Social media has been defined by different scholars in several ways. Olise (2014 p. 28) defined social media as “online communications that use web 2.0 technologies which enable users to download, upload, interact and collaborate with one another regardless of distance and time”. The integration of digital material such as electronic texts, photographs, moving pictures, and music into a well-organized digital environment that allows individuals to engage with data for suitable purposes is referred to as social media. The internet, telephone, and integrated multimedia television are all part of the modern ecology. Pavlik and Mentosh (2011) defined social media as the creation or co-creation of value via the use of technology and social interaction. They are forums, microblogging, social networking, and other online sites and applications. Social bookmarking, social curating and wikis are among the different types of social media. Kaplan and Haenlein

(2010 p. 61) defined social media as “Internet based applications that allow the creation and exchange of content which is user generated”.

Facebook provides social utility services that make it easier for users to connect with their friends, families, and coworkers. Facebook's tools make it simpler to exchange information by using the social graph and digital mapping of people's real-world social ties. The first time it was launched was in February of 2004. Facebook was founded by Harvard University students Mark Zuckerberg, Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, and Chris Hughes. Facemash was the app's original moniker, and it was only available to Harvard University students. Later, the use was expanded to include students at Boston, Canada, and Ivy League institutions. Mark Zuckerberg created the Facemash program. In September 2006, it was accessible to members of the general public aged 13 and above. There are over 1,679,433,530 Facebook users worldwide, out of which 9.3% (146, 637,000) of the subscribers are from Africa. There are over 16,000,000 Facebook users in Nigeria. (Internet World Statistics, 2017 cited in Inya, 2017)

On the other side, YouTube was founded in February 2005. It takes advantage of web experience to share online videos. On [www.YouTube.com](http://www.YouTube.com), users may easily publish and share video clips. YouTube revolutionized the way people shared movies by making it easy to send huge, time-consuming video files. According to Seedy, it was difficult to send video to a big group of people before YouTube (2011). On the other hand, YouTube presently has a global user base of over one billion individuals. (Inconsistent referencing style, all the highlighted reds).

### **Overview of Chidinma Ojukwu and Ataga Usifoh Case**

Michael Usifo Ataga, is the former Chief Executive Officer of Super TV. He was recently killed inside an Airbnb rental hotel in Lagos's Lekki neighborhood. He was 50 years old at the time of his death. Conversely, Chidinma Adaora Ojukwu, a 21-year-old University of Lagos 300-level Mass Communication student, is suspected of being behind the murder. Miss Ojukwu was trailed down to her father's house, detained and paraded

by the police following the alleged incident. In an early confession, she confessed to the crime, saying that she regretted killing Ataga and that she feared for her life. She also claimed she strangled the late billionaire first before stabbing him to death in self-defense. According to her, the late Super TV CEO raped her and continued to pursue her, which enraged her. Chidinma told investigators at the State Criminal Investigation and Intelligence Department's (SCIID) Homicide Section in Yaba, Lagos, that she was able to overcome the deceased because he was weak after taking three Rohypnol wraps while she just took one wrap.

Chidinma said that a suspected drug addict and online fraudster whose name has been withheld by the police helped her fake the deceased's paperwork after she left from the service apartment, leaving his lifeless corpse behind. Chidinma, on the other hand, recently denied murdering Ataga. She said they stayed in the short-let apartment and that she went out to purchase food before returning to find the corpse in a pool of blood.

Ataga's family, on the other hand, told the Nigerian police to conduct a thorough investigation into the event as autopsy on his body revealed details contrary to Chidinma's claims. Ataga's family believes the murder was committed by more than one individual. Inside the short-let lodging unit at 19 Adewale Oshin Street in the Lekki phase 1 neighborhood, a rope suspected of having been used to bind his hands was reportedly discovered.

## **Literature Review**

### **Factors Facilitating Crime and Social Vices in Nigeria**

On a daily basis, a range of crimes are perpetrated, notably by youngsters who, when questioned, put their motive on a variety of circumstances, including poverty. Nigeria has an extremely high rate of poverty (Ucha, 2010). Despite the fact that Nigeria has vast riches and a big population to sustain trade, poverty remains widespread owing to corruption. Poor leadership, a lack of human capital development, insufficient natural resource usage, poor education and skill development, laziness and a lack of innovation in many sectors of the economy, and, most

significantly, corruption all contribute to poverty in Nigeria. As a result of their desire to escape poverty, many people engage in a variety of criminal activities.

Peer pressure is another factor that contributes to crime. Peer pressure is when one's peers exert a strong influence on them to do what they do. It seeks to encourage others to jump on the bandwagon, or to follow the current popular way of life. For example, most people join cults as a consequence of peer pressure (Iyomih, 2019). The high incidence of crime in Nigeria is due to the numerous institutions that make up society, such as the family, school, and church. Because many individuals, particularly young people, worship riches and view it as a life or death issue, this is the case. Those who flaunt their unlawful money in public inspire others to want to be like them, which leads to an increase in crime rates.

Illicit drug use and addiction, such as cocaine, also encourages people to commit crimes. This is due to the fact that these illegal substances provide the addicts with the Dutch bravery they need to continue their bad behaviours (Deitch, Koutsenok, & Ruiz, 2000). Unemployment encourages criminal behaviour since an idle mind is no longer the devil's workshop but his company. The devil's workshop has grown into a corporation where crime and its offshoots are the products and services provided, and one is rendered excessively idle. Crime is frequently used as a last choice and a form of revolt against the law and society as a whole by victims of unfair legal systems. In Nigeria and other nations, many people have lost faith in the legal system. While some people feel they can get away with certain crimes, others believe that if they are victims of crime, the court system will not assist them seek justice, so they continue to commit crimes without consequence.

Although the media aids in the prevention of crime, it also add to it indirectly. This is because ritual, fraud (419), cultism, witchcraft, and voodoo are frequently shown in Nollywood films in an attempt to replicate Nigeria's social and cultural patterns of peculiarities (Nwaoboli, Arjenwa,

Oviasuyi, & Tiekuro, 2021). However, movies may occasionally establish a criminal agenda for some people. It encourages some vulnerable people to commit crimes, particularly when the criminals are depicted as heroes and heroines in films. Other factors that contribute to crime include greed, ignorance, and a lack of knowledge.

### **Crime Fighting and Peace Journalism on Social Media**

As previously noted, social media plays an important role in the battle against crime. The media's monitoring and correlation functions are at the heart of crime-fighting mobilization. Social media, through its monitoring role, offers information to society that is utilized in the formation of opinions and the adoption of attitudes in regard to crime and criminality. According to the correlation function, the media link news and numerous societal events to people's lives and environments. This is accomplished by the analysis and explanation of the consequences of events on the lives and environments of the masses, as well as the consequences of acts that foster insecurity in society. It is expected that through effective information, the society would gradually turn against such acts.

On social media, there are several channels for raising awareness about crime and deterring criminal behaviour. Such crime-specific platforms dedicated to crime tales are part of the media's attempts to use exposure to raise awareness about behaviours that generate criminality (Nwabueze & Ebeze, 2013). The fact that illegal activities have persisted does not negate the importance of these efforts. Raising awareness is critical to make society uncomfortable enough for such activities to flourish.

The need for emphasis on crime reporting in the interest of the public, is essential. Social media has been accused of contributing in worsening the state of crimes in Nigeria due to reportage primarily aimed at maximizing profit and increasing audience base. Pate (2011) identified the following common media practices that tend to exacerbate crime situations: selective reporting of prejudicial stereotypes about groups and individuals, reporting intergroup conflicts outside of their fundamental sociological,



economic, political, and other contexts, shallow and episodic coverage, and total blackout on some groups, individuals, or communities. These are activities which the media need to desist from to make meaningful impact in combating crime in Nigeria, otherwise they (mass media) will continue to be seen as fueling crime.

Citizens' journalism has the potential to play a critical role in the use of the media to address insecurity in Nigeria. Citizens' journalism, also known as public, participatory, civic, or street journalism, involves members of the public actively participating in news collection and distribution. It has been variously defined as members of the public participating actively in the process of gathering, reporting, analyzing, and disseminating news and information (Glaser, 2007), a wide range of activities in which ordinary people contribute information or commentary about news (Okorie, Oyedepo, and Usaini, 2012); and a secular process of passing information (Salawu 2012). Social media can be utilized by ordinary citizens in exposing crime and sensitizing the public against acts of terror too (Nwabueze & Ebeze, 2013).

### **Review of Empirical Studies**

Iyomih (2019) examined the roles of television in fighting crimes: a study of Crime Watch programme on Edo Broadcasting Television (EBS), Benin City. The research objectives were to examine if EBS *Crime Watch* programme has been useful in fighting crimes, whether the programme has reduced the rate of crime in Benin City, ascertain the challenges of using television in fighting crime, and determine ways television can be used in fighting crimes. The development media theory was adopted for the study, survey was used as research design and questionnaire as the research instrument. Findings from the reviewed literatures and analysis of collated data showed that the roles of television in fighting crime include educating, informing, analyzing, interpreting and reporting crime stories as well as punishments of crimes, and that Crime Watch programme on EBS, Benin City, has helped curb crimes in Nigeria.

Furthermore, findings from the study showed that the challenges of television stations in fighting crimes include; the problem of ownership, finance to cover investigations, persecutions and unbridled killing of reporters, destruction of evidence, threats and the refusal to allow a story run. Based on the findings of the study, the researcher recommended that members of the public, anti-crime agencies and non-governmental organizations geared towards fighting crime should collaborate with the media in fighting crimes by always giving the media necessary information and assistance and all forms of threats to journalists should be prosecuted by the law court and anti-crime agencies.

Nwabueze & Ebeze (2013) examined the critical role of the mass media in combating the upsurge of crime which has led to a state of insecurity in Nigeria, especially in the North, South Eastern and South Southern parts of the country. The discourse adopted the qualitative approach in appraising the correlation between the mass media and the insecurity in Nigeria with emphasis on practical measures relevant in this direction. The study concluded that the media do contribute in the fight against crime in Nigeria.

It was suggested that journalists be taught on crime on a regular basis in order to keep them up to date on current tactics that might be utilized to ensure the successful use of the media in combatting insecurity in Nigeria. Regular workshops on conflict reporting, journalism ethics, mass media in a multi-cultural society, reporting terrorism, and professionalism in journalism, among several other topics, are necessary to keep media workers abreast of trends in the use of mass media in counteracting insecurity in Nigeria, according to the study, as this will help make sure that the mass media would not be used to compound the problem of insecurity.

Sumisola, & Usman (2019) examined social media utilization for policing and crime prevention in Lagos, Nigeria with the objective of finding out the degree of social media utilization for policing and crime prevention in Lagos, Nigeria. The research design was descriptive and

cross-sectional. Survey questionnaire and key informant interview methods were employed for data collection. Results indicated that respondents were generally positively disposed toward the adoption of social media for policing and crime prevention ( $\chi^2 = 13.68$ ;  $p > .05$ ). Although social media platforms were being used for different police duties, 47.0% of the respondents identified intelligence gathering as the major purpose for which they were being used. The majority of the officers (77.2%) claimed that they had not been exposed to any form of training regarding social media usage for policing. It recommended that the Nigeria Police Force should professionally train its officers on the use of social media platforms for policing and law enforcement.

## Methodology

This study employed qualitative content analysis as methodology and coding sheet as research design. Furthermore, the purposive sampling technique was adopted for the study. Youtube representing an audio/visual social media platform and Facebook representing a “textual” social media platform were the select social media sites studied. Considering that the number of stories attributed to the alleged murder case was very many, a search for the term “Chidinma Ojukwu alleged murder case” on the select social media sites was done on July 20, 2021 and it came up with 58 stories on Facebook and 217 stories on Youtube. The stories spanned from posts on different groups, pages, and status of various social media users. The post with the highest views, 227, 000 on Youtube was selected and the one with the highest comments (98) on Facebook was analysed. The page in which comments were analysed on Youtube was *Probate* while that of Facebook was *Funke Akindele Movies*. Ten (10) comments were purposively selected from the many comments in the select posts on Youtube and Facebook thus making the total sampled comments twenty (20). The comments were selected based on their representations of the line of thoughts of other social media users because studying all posts on the alleged murder case would be too complex. Furthermore, the dialectics were categorized and analysed under five frames which are: criminal intent/False claims, nemesis of infidelity, self-defense, reckless lifestyle and corrupt system. The first and

last two text excerpts under each frames were respectively drawn from Facebook and Youtube.

## **Data Presentation and Analysis**

### **Criminal Intent/False claims**

#### **Excerpt Text 1:**

*She rented the apartment and called the man to come there because of the plan she and her boyfriend and the drug dealer had. They drugged the man and stabbed him. You will rot in jail (Toyin Salaudeen)*

#### **Excerpt Text 2:**

*This girl na professional criminal (Asuquo Cadeo Ekpe)*

#### **Excerpt Text 3:**

*She must have engaged in other criminal activities for real (6k Fame)*

#### **Excerpt Text 4:**

*For killing sumone as huge as that, chai I don't think that's her first time doing that... And she cleaned every of the man stuff...only an Expert can do such my ideal though (Jenny Maxwell)*

Excerpt text 1, 2, 3 and 4 suggest that social media comments on Chidinma Ojukwu alleged murder case believe she had an intent to kill Usifo Ataga and that her claims of solely killing Ataga was false. The dialectics further suggests that the murder of Ataga had been planned right before the day it happened and that Chidinma had some accomplice. As excerpt text 1 and 2 suggest, Ataga might have been drugged and stabbed by Chidinma's unknown accomplice which was executed by a professional (Chidinma) in the business although her professionalism did not shield her from being caught by the police. Thus, some set of social media users did not believe Ataga was accidentally killed nor that Chidinma tied "hefty" Ojukwu and killed him all by herself without even being hurt by the deceased.

## Nemesis of Infidelity

### Excerpt Text 5:

*The man deserve wetin him get. He get fine and hardworking wife at home yet he go de sleep with small pikin. Life no balance. (Itz Kester)*

### Excerpt Text 6:

*Abeg allow this girl to rest jare, na wetin the man sabi chop kill am (Oluwafunmilayo Olasehinde)*



Source: Facebook

### Excerpt Text 7:

*If the billionaire had not been playing around with young kids, he could still be alive. See what happens when you go around cheating. Sorry, but no sorry for the man (Ataga) (Nancy Romencia).*

### Excerpt Text 8:

*Imagine how the man just laid down cold dead on the floor!!! Chai!!! Am so pained by the death of this man. Such a handsome man is gone away. Anyway, what I know is this. This madam (Chidinma) will be gifted a death sentence. Men, stop cheating on your wives oooo (Rhoda Udensi).*

Media dialectics and trials on excerpt text 5, 6, 7 and 8 suggest that Chidinma Ojukwu alleged victim deserved his unfortunate death due to his infidelity. The dialectics suggest the nemesis only happened to Ataga because he “broke his marriage vow and stooped so low to become a “sugar daddy” a 21 year old girl when he had a beautiful wife who perhaps could give him all the satisfaction he yawned for from the 21-year-old. Excerpt text 5 implied that Ataga got the nemesis of his infidelity and as such

deserved it. Excerpt text 7 called for hinted that “if the billionaire had not been playing around with young kids, he could still be alive” while excerpt text 8 called for men to stop cheating on their wives.

## Self Defense

### **Excerpt Text 9:**

*Something tells me that Chidinma Ojukwu is innocent. That poor girl is innocent (Okonkwo Emmanuel Noble)*

### **Excerpt Text 10:**

*This is self-defense between the case of Chidinma and Michael. It is also lesson for some men. I think the man has a wife? The man is the cause of his death. It was violence. What if the man had killed Chidinma in the room when they were dragging and resisting for sex (Ituma Augustine Eze)*

### **Excerpt Text 11:**

*The man wanted to rape her, so she defended herself. Abeg make dem free d girl joor (Petra Ubong)*

### **Excerpt Text 12:**

*The two of them were on drugs. Maybe the man wanted to hit him with something so she fought back. Besides I heard the man came across the text messages of Chidinma on the plan to murder him so he was violently confronting Chidinma who had to defend herself (Young Prince).*

Media dialectics and trials on excerpt text 9, 10, 11 and 12 suggest that the alleged murder case just before Chidinma took a u-turn and denied killing the deceased was true and that the accused murdered the deceased in self-defense. This position might not hold considering that the accused had turned the story around and denied killing the deceased. Nevertheless, these category of comments suggest Chidinma had to save her life, else Ataga might have killed her perhaps because he was highly induced by drugs.

## Reckless lifestyle

### **Excerpt Text 13:**

*Both Chidinma and Ataga lived a reckless life of drugs, fornication/adultery and indiscipline is what they are getting now is a result of their reckless lifestyle (Ujunwa Odiaka)*

### **Excerpt Text 14:**

*I do not feel sorry for the man but no matter what Chidinma shouldn't have killed him (Abegbe Gibson)*

### **Excerpt Text 15:**

*Hmm is true they said don't judge a book with his cover imagine this gentle face having a devilish mind, this gender sha (Vina Martins)*

### **Excerpt Text 16:**

*You people should go and bury him, no be him be first to die cheating. All cheaters would die young (Effiong Gladys)*

Social media dialectics and trials on excerpt text 9, 10, 11 and 12 suggest that Chidinma Ojukwu's reckless lifestyle caused the demise of Ataga and made Chidinma the instrument for perpetuating the evil. This lifestyle of recklessness as seen in excerpt text 13 was reflected in the intake of drugs of both parties, their fornication/adultery and indiscipline which Chidinma had earlier confessed to. This perhaps is why the commenter in excerpt text 14 did not feel sorry for Ataga but never supported Chidinma should have allegedly murdered him. The commenter in excerpt text 15 implied that Chidinma looked very humble, innocent and one could easily judge her as a good Christian not knowing that she could kill and was "devilish". However, concluding with the phrase "this gender sha" suggested the commenter feels women, although tagged as weaker vessel could be very disastrous and shouldn't be taken for granted. Commenter on excerpt text 16 added that reckless lifestyle is what killed Ataga, this is not the first time such incident would happen and that such incidence is what all unfaithful spouses would get.

## Corrupt System

### Excerpt Text 17:

*The lawyer cooking up stories for Chidinmma na bado. I need him as my personal lawyer. Chai. (Kenneth Umar)*

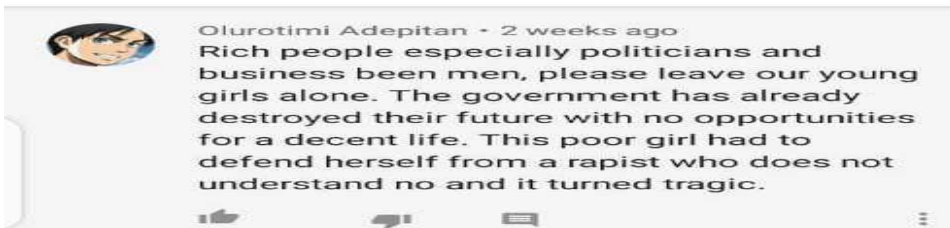
### Excerpt Text 18:

*No matter how Chidinma tries to deny the case now, we know the truth. Na she kill the man although she fit go scot free because of the corrupt system for this country (Emma Richboy)*

### Excerpt Text 19:

*Rich people especially politicians and businessmen, please leave our young girls alone. The government has already destroyed their future with no opportunities for a decent life. This poor girl had to defend herself from rape (Olurotimi Adepitan).*

#### Replies



*Source: Youtube*

### Excerpt Text 20:

*Please is this not a murder case anymore? I cannot believe what is playing out in this case...I am not understanding Biko. The Atagas better rise up with an expensive and experienced legal team. It will be shameful if this case get swept off (DBlest).*

Excerpt text 17, 18, 19 and 20 suggest that media trials and dialectics on Chidinma Ojukwu alleged murder reveals the level of corrupt security systems in Nigeria and in all ramifications. This is why a lawyer



would try to allegedly “cook up” stories of denial for Chidinma who had initially and voluntarily confessed to the murder of Ataga. Excerpt Text 18 how shows that some social media users argue that they would not believe the new twist of the murder denial of Ataga that Chidinmma are projecting now. Commenter on excerpt text 19 nonetheless argues that rich people, especially business men are part of the problem of Nigerian single ladies while claiming that “the government has already destroyed their future with no opportunities for a decent life”. The comments thus indicate suggest that if care and proper legal procedures are not taken, Chidinma would win the case because of the corrupt system in Nigeria.

### **Discussion of Findings**

This study found that there are many Youtube and Facebook comments tied to Chidinma Ojukwu’s alleged murder case. In the first place it was established that social media dialectics and trials condemned both Ataga and Chidinma in the sex cum alleged murder case scandal. In the case of Chidinma, she was blamed for living a reckless lifestyle such as smoking, fornicating, pretending, having sex with a married man, alleged stealing Ataga’s money, not reporting herself to the police after the crime, et al. On the part of Ataga, he was condemned for living a reckless lifestyle, being martially unfaithful, indulging in drugs, not being a role model, etc. The above role played by social media users agree with Pour (2014) study which show that the media may play a significant role in strengthening society's crime defenses and decreasing the negative consequences of natural tragedies.

More so, social media users’ media trials and dialectics showed that in as much as Chidinma has made a u-turn to deny he didn’t kill Ataga, they still accept her initial confession to murdering the man while guessing that it is her lawyer that is influencing her to change the narrative. Thus, most dialectics suggest Chidinma allegedly murdered Ataga but did not do it alone. The social media users attempt and comments on the misadventure are in line with the social responsibility theory of Siebert, Peterson, and

Schramm (1956) which avows that the media has a responsibility to the society which include development journalism reports.

For some dialectics, such as seen on excerpt test 4, Chidinma had accomplices in allegedly murdering Ataga. The murder had been pre-planned by the accused and her cohorts, and perhaps that was why she was the one that booked the hotel room and even after the murder of the man, allegedly stole his Automated Teller Machine (ATM) and withdrew his money, and went home without reporting the incidence to the police.

Further findings however reveal that if Ataga's family do not hire a professional in handling the case, Chidinma might go scot free from the crime on the case of self-defense or not even being the one that murdered Ataga. Also, some dialectics on the case showed that they did not care about Ataga's demise because he brought the death on himself. As the commenter in excerpt test 16 clearly puts it, "All cheaters would die young". Ataga was a "cheater" thus some social media users felt he deserved his death.

## **Conclusion**

Having examined various Youtube and Facebook dialectics and media trials on Chidinma Ojukwu's alleged murder case, the conclusion of this study is that Chidinma's self-confessed alleged murdering of Ataga is true although the mode of murdering the deceased contradicts police findings She thus allegedly carried out the crime with some unproven accomplices even though she has recently denied the murder case and the deceased did not live up to expected moral standards.

## **Recommendations**

Based on the findings of this study, it is recommended that:

1. Social media users should be cautious of media trial of parties involved in a crime. This is because an accused still remains innocent until proven guilty by the law court. Thus, social media trials should not conclude yet if Chidinma Ojukwu actually killed Ataga until the court decides.

2. The frames of dialectics and media trials found in this study should be further investigated by security agencies to ascertain if the media trial and dialectics correlate with those of security agencies and the law courts.

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## **Achieving Feminist Ideology in Nigeria: The Hurdle, The Culture**

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### **Abstract**

*Feminism is fast becoming a global ideology that has transcended Western boundaries. Though a western ideology, Feminism is fast gaining a foothold in the African and Nigerian society. The total applicability of the feminist ideology in the African and Nigerian cultural orientation and realities is still a puzzle. This study seeks to look at the possible applicability of the western originated feminist ideology, in the Nigerian cultural society. The primary data used for this study is a content analysis of two purposively selected Nollywood film women in power and the bank manager. The choice of data instrument was chosen because movies mirrors and reflect a society's culture, and culture is the totality of people's way of life. The findings of this paper shows that feminism is contrast to existing Nigerian culture, although the ideology has its positive side, but it also has adverse unforeseen consequences on our cultural values and cultural stability. This study therefore recommends that the Nigerian society should come up with an ideology that is grounded in our culture and takes cognizance of our cultural realities as a people and society.*

**Keywords:** *Feminism, Culture, Equality, Nollywood*

### **Introduction**

Feminist Ideology is built on diverse feminist theories; feminism means different things to different feminist. Generally, the feminist ideology

is built on the belief of a social, political, and economic equality of sexes. Feminism is founded on the need to develop a female tradition of creativity to cause awareness on the plight of the women as oppressed, subjugated, deprived, and unfulfilled gender. This ideology has its primary focus on the position of women in the society. Feminism is a popular ideology in the western world; in Africa, particularly in the Nigerian society, it is regarded as a contrast to our existing culture. Some critics are of the opinion that the feminist ideology is rooted in the Western culture, and as such, the ideology cannot be fully applicable in the African and Nigerian culture. Nigeria is a cultural oriented society, a lot of challenges facing the country today has been attributed to the cultural and moral decadence in the society, which is as a result of the influx of alien culture that has overrode and embraced by people in the country in this 21<sup>st</sup> century. The Nigerian society has embraced the global culture and as such, she is now facing the problems associated with the global culture. Traditionalist are now advocating for the cultural revival of our motherland and the fight against the alien popular culture and ideologies. Culturalist see feminism as an ideology propagated by the West, which is alien to our cultural heritage and against our social and cultural norms and value, which has brought about the promotion of alien popular culture and has led to cultural imperialism in the country.

Although, feminism is regarded by fraction of our society as a contrast to our cultural orientation, others also see parts of feminism as necessity for the protection and empowerment of women and the development of our country. Feminist such as Chimamanda Adichie are clamouring for the promotion, embrace and acceptance of this ideology by all in the society; in her book *“we should all be feminist”*. Adichie (2014) opined that “What is the point of culture? Culture function ultimately, to ensure the preservation and continuity of a people. Culture does not make people, people make culture, if it is true that the full humanity of women is not our culture, then we can and must make our culture.”

## **Statement of the Problem**

Over the years, the fight to promote feminist ideology seems to be gaining a foothold in Nigeria. The cultural nature of the Nigerian society has been a strong factor militating against the successful implementation of this ideology. This has been largely attributed to the fact that our culture has rejected this ideology because it is considered alien and a new form of neo-colonialism and cultural imperialism. Culturalist are advocating against this ideology, due to the unforeseen adverse effect of this ideology to the society. Some of the alleged effect include; matrimonial conflicts, broken homes, marital intolerance and disunity, ill-trained children, and indiscipline. All these effects also have adverse consequences on the society in the long run. The result is that families produce children who are nuisance to themselves and a menace to the society. Some members of the society have opined that we have traded our cultural values and heritage for the alien and popular culture, the aftermath of this action is that we (Nigerians) have in turn bought into the problems and issues associated with the alien culture. In the same vein, feminist believe that there is a need to look at the plight of women in the society. Feminism fights for equality and autonomy to protect women from social injustice, domestic violence, sexual harassment, and molestation, oppression, and subjugation. Feminist are also of the opinion that there are certain aspects of our culture that are oppressive, abusive and archaic, and such customs and traditions should be traded for better ones. It is against these backdrops that this study seeks to take a closer look into feminism and culture from the Nigerian perspective, the hurdle to actualisation of feminist ideology in Nigeria.

## **Research Question**

To guide this research work, the following research questions were raised.

1. What is the impact of feminism on our cultural heritage?
2. Why is culture posing a challenge to feminism in Nigeria?
3. What is the point of convergence between culture and feminism in Nigeria?

## **Theoretical Framework**

Theoretically, this study is anchored on the feminist theory and the Uwandu (2018) contends that feminism is a theoretical paradigm in social theory that seeks to advocate and enhance women emancipation and equality with regard to gender. Feminisms one of the major contemporary sociological theories, which analyses the status of women and men in society with the purpose of attain equality and displacing a social system that has facilitated the establishment of patriarchal society which has legitimised the oppression of women. Feminism looks at gender difference, gender inequality and gender oppression. It examines women's social roles, experience, interest, and feminist politics in variety of fields. Themes explored in feminism include, discrimination, objectification, oppression, patriarchy, and stereotyping, Ngwaninmbi (2012) contends feminist sociological theory is based on the assumptions that women are biologically different from men. These differences have been use by the masculine gender to perpetuate social inequalities that exist between men and women in the society resulting, in women occupying subordinate positions in the society and their marginal participation in societal institutions.

## **Review of Culture and Feminism in Nigeria**

Culture is a unique, complex and fluid concept; it is the summation a people's lifestyle and existence. Asemah (2016) describes culture as the specific system of norms, belief, practices, techniques and objectives that the people have inherited ancestors, have invented or adopted. Similarly, Nababa (2010) have expressed culture as the beliefs, customs, practices, and social behaviour of a particular nation or people.

Nigeria is a culturally oriented society and an individual is essentially a cultural product. An individual's personality is greatly nurtured by culture; as soon as a child is born, nature assigns the child the task of actualizing self-discovery and societal placement through culture. This implies that, culture beats and moulds an individual in to a particular shape, and as such, some individuals are culturally rigid while others are culturally flexible. Every society has a particular culture that is unique and peculiar to



them. Asemah (2016) asserts that that culture serves a purpose of eloping us defining our world and our place in it. The African culture particularly the Nigerian culture is a patriarchal in nature where Women are under-represented in almost every sphere of social life such as politics, commerce, agriculture, industry, the military, religious and educational institutions.

Knop, Micheals and Riles (2012) contends that feminism has become perplexed by the concept of culture and this impasse is detrimental to both women equality and to cultural autonomy.

Uwandu (2018) opines that feminism is the belief that men and women deserved equal rights and opportunities in all spheres of life. The swirl winds of cultural change have blown in the society, and the society seems to be gradually gravitating towards popular culture of feminism an ideology which some have termed a western and alien culture. This has resulted in moral decadence that has plagued the society today. Traditionalists in the society are fighting against the feminist ideology gaining a foothold in the country, because of the dangers associated with this alien ideology. Many have associated feminist ideology with marital disputes, marital intolerance, marital wars, divorce, broken homes, and irresponsibility which has been termed the recipe for a disaster for society in the long run, coupled with the numerous challenges the society is facing. The feminist ideology is hinges on the equality of sexes and while the Nigerian culture is a culture of roles and responsibilities. Every member of a cultural society has a place, roles, and responsibilities assigned to him/her for the growth and development of that society. The Nigerian culture is characterised by roles, responsibility, and discipline and as such, every member of the society male and female, young and old have been allocated a role and responsibility for the good and smooth running of the society. It is vital to note that the Nigeria is both a culturally and religious oriented society and religion is vital component of culture. The religious aspect of culture is a product of our belief system Nigerian culture and religion is interwoven and as such, it cannot totally operate as a separate entity from each other. Croucher, Zeng, Rahmani and Sommer (2017) notes some

researchers are of the school of thought that religious belief is linked to cultural beliefs and background while some researchers have asserted that religion is a vital part of an individual's culture, other researchers have focused more on how religion is a culture itself.

Culture and Religion has placed the man as the head of home and an authority over the woman, whether it is accepted or not, it is a fact that has come to stay. "But I will have you know, that the head of every man Christ; and the head of every woman is the man .... (1corinthians 1vs 3 KJV). Another part of the Bible says, "For the husband is the head of the wife, even as Christ is the head of the church.... (Ephesians 5v23 KJV). The Christian faith tells us that God has placed the man as head and authority over the woman; "I do not permit to a woman to teach or to exercise authority over a man; she must be quiet. (1Timothy2v12), quiet in this context connotes submission. This is what the Islamic religion says about the role and responsibility of a man, "Men are in charge of women, because Allah hath made the one to them to excel the other.... (Quran 4:34). "... And women shall have similar rights to the rights against them, according to what is equitable; but men are a degree above them...." (Quran 2:228). Both the Christian and the Islamic religious belief recognise the role of the man as a head and an authority over the woman, our traditional religion recognises this belief. This simply means a woman is subject to the man. Our culture and religion has given the woman a role and place of a helper and the responsibility to submit to the man. The Christian belief system has the as the head and the feminine gender said "The Lord God said, "It is not good for a man to be alone. I will make him a helper suitable for him. (Genesis 2 v17 NIV). Culturally and religiously, the woman is created to be a helper and assistance to the man and she is expected to submit to the man and not to be an authority over the man. "Wives, submit your selves unto your own husband as unto the lord. For the husband is the head of the wife...." (Ephesians5 v 22-23). In the same vein "I do not permit a woman to teach or to exercise authority over a man; she must be quiet. (1Timothy2v12). Likewise, the holy Quran has this to say "...therefore righteous are women

devoutly obedient, and guard in (the husband's) absence what Allah would have them guard". Quran (4:34).

Although culturalist are of the school of thought that feminist ideology is, a western ideology that failed to recognise our cultural orientation because grounded in the Nigeria culture, as such it doesn't understand the needs, unique experiences, and struggles of the Nigerian woman as wife, helpmate, mother, and a career woman and the struggle and need for balance. However, Kangiwa (2015) asserts that feminism needed in Nigeria as it allows every person irrespective of gender to reach their potential. Feminism advocates for a social construct in which women are not looked upon or made to feel lesser because of their status as women in the workplace, at home or generally in the society.

Ebunuwle (2020) carried out a study on Women and Leadership: A Feminist Perspective. The study notes that the clamour to tip the balance of power and leadership in favour of the women has become a prevalent issue in our society. The study asserts that unity and empowerment is non-negotiable if feminine gender is to succeed in balancing the scales of power and leadership in a masculine dominated system.

Osakpolor and Kamorudeen (2021) conducted a research on Gender Construction in Contemporary Nollywood: Exploring the Representation of Females in three select movies, Chief Daddy, Sugar Rush, and Namaste Wahala. The core argument in the study is that there is a tremendous imbalance in the way the female gender is portrayed to film viewers. The findings of the study reveal that female in films are negatively presented in various ways, including sexual objectification, opportunistic, and females are depicted as mean, unsatisfied treacherous, materialistic, revengeful, and extremely dangerous individual. Kangiwa (2015) taking a stance with Adiche (2014) suggest that everyone should be a feminist; women and men inclusive, if not for the love of themselves but for that of their daughters, sisters, wives and mothers.

## Methodology

The study adopted a qualitative and quantitative research design with the selected movies content analysed to generate relevant data for the study. The selected Nollywood movies include; *women in power (2010)*, *the bank manager (2005)*. Although there are a lot of movies produced in Nigeria, but the select movies were purposively selected because it contains the element that researcher intends to analyse. Secondary data was generated from books, journals and articles. The units of analysis of this study include: Nature of portrayal, Frequency of portrayal in scenes, and Length of time of portrayal. The content categories for this study include;

**Abuse:** Abuse in this context is illustrated in the form of verbal, physical, and emotional; abuse of power or the misuse of power.

**Conflict:** Conflict takes the form of incompatibility of interest, disagreement in

**Neglect:** Neglect is illustrated terms of responsibilities is relegated

**Quarrel:** Quarrel takes the form illustrated verbal altercation and argument

**Oppression:** Oppression in this context context is illustrated in the form gender aggression, injustice and domination

**Pain:** Pain in this context is illustrated and physical and emotional suffering

**Loss:** losing something of value due to the actions. Loss is also depicts the consequences of an action or actions

## Synopsis of the Select Movies

*The Bank Manager (2005)* this Nollywood thriller was produced by Oragwam Edwin and directed by Ugo Ugbor. The movie centres on the theme of gender responsibility, position, career, and family. Chief Evans is an international business man married to Nneka who is a bank manager to a prestigious bank. They both have two kids Henry and Chika. The movie opens with Chika in tears and as she tells her friend how her brother and herself became slaves in their own father's house and she blames her mother for everything saying that she would never forgive her mother for their suffering. Nneka is a bank manager who constantly neglects her role as a wife and mother, this action has led series of quarrels and conflict in the

home. Chief Evans wanted his wife to quit her job to in order for her to focus her attention to raising her children and looking after her family. In her own words, Nneka said she could not leave her job just to look after her children and that they had Ifeoma (Ini Edo) who is the house maid for that purpose. In anger and frustration chief Evans reported his wife to his bother in-law and tells him that he has even her given her a cheque for 10 million to start up any business of her choice, so she could have more time for her family but she rejected the cheque say she is pursuing a career in the banking sector.

Even after Nneka's brother advises her to spend more time with her family, she refused saying that she would not resign her appointment. Nneka said that she went to school, studied very hard and labour so hard to leave a mark in the banking sector, and that she had a few more steps to go, so whoever loves her should stand by her. So Nneka left the responsibilities of raising her children and caring for her husband in the hands of her maid, who secretly maltreated her children. Nneka refusal to resign her job at the bank to face her responsibilities of a wife and mother led to endless conflicts and quarrels in the home, which cumulated to Chief Evans throwing his wife out of the home. After Nneka left her husband's house, Ifeoma began seducing Nneka's husband and he fell for her seduction. Chief Evans later married Ifeoma after she told him she was pregnant. Ifeoma became a wicked stepmother as she maltreated and abused her stepchildren; she made them slaves in their father's house and even used diabolical means to turn the heart of her husband against his children and make Nneka insane, in order permanently secure her new status as the wife of Chief Evans.

***Women In Power (2010)*** this blockbuster movie was produced by Mike Enendu and written and directed by Adim. C. Williams. The themes explored in this movie are; gender roles, career vs. Family, position and status. The movie tells a story of a group of women in political power, their ideologies, and the impacts of their ideologies and their various positions had on their family. Lois is a member of a powerful women group, which is the Career Women Forum (CWF) and this group form the political women

wing of the ruling party. This organisation was under the leadership of Maureen, a woman who believes that women empowerment is about women understanding their roles and responsibilities and the realization of their talent and endowments and making sure that there are no hindrances to achieving full potential. She also believes a woman can be empowered and also take care of her husband and children without trading one for the other but striving to maintain a balance between family and career. In opposition to Maureen leadership style and ideologies is Lois, who is also known as the “Iron Lady”. She believes that a woman should be aggressive, hostile, and uncompromising to the men folks. Lois said that, “there is no history of human emancipation that has ever succeeded without aggression”, examples include, the French revolution, black liberation struggle of America and apartheid of South Africa, and the only language that men understand is “Action”. Lois sees Maureen’s leadership as weak and timid lacks the force to take the organisation to the desired promise land. These two different ideologies led to the division of the organisation into two different fractions, the liberal fraction represented by Maureen, and the radical set represented by Lois who wanted to overthrow Maureen’s leadership. Lois later succeeded in taking over Maureen leadership but due to her excellent leadership in the Career Women Forum and the women political wing of the ruling party, Maureen was given a presidential appointment as the Minister for women affairs this development made Lois very angry and she felt cheated because Maureen was given a ministerial appointment with official apparatus while she Lois is meant to languish at the party secretariat with her appointment as the leader of the women political wing of the party. Lois was later appointed the minister for state internal affairs. In her ministry, she treated her male colleagues, subordinates, and superiors with aggression, contempt, disdain, and hostility, her attitude towards them was generally uncompromising. .

Lois aggressive uncompromising attitude to the male folks also shows in her relationship with her husband and son, as she treats them with hostility and disdain. She gives little or attention to their interest and needs except it was beneficial to increasing her status. Lois also sowed this seed

evil in the life of her daughter Julia she taught her daughter that love, humility and submission was a sign of weakness. Julia soon realised the aggressive, uncompromising attitude her mother taught towards men was not favouring her as the lost four intending suitors, and her biological clock was ticking and she remained unmarried despite wanting to be married. Lois was eventually sacked from her position as the minister for state internal affairs and disgraced out of office because her attitude was deemed an embarrassment to the ministry and ruling party. Professor Collins got a diplomatic posting the new ambassador to Switzerland, and he takes his children away for Lois's evil influence. The State Security Service and the Economic and Financial Crimes Commission indicted Lois, for security related offences and fraud respectively. Lois was left alone to face her indictment charges as her husband told her that she is an independent and strong woman who can take care of herself.

## **Data Presentation and Interpretation**

### **The Bank Manager**

**Table 1**

Nature of Portrayals	Frequency of Scenes	Length of Time
Abuse	8 scenes	8 minutes 28 seconds.
Conflict	05 Scenes	04 Minutes
Neglect	05 Scenes	06 Minutes and 05 Seconds
Quarrel	05 Scenes	05 Minutes 08 Seconds
Pain	06 Scenes	08 Minutes 16 Seconds
Loss	08 Scenes	11 Minutes 41 Seconds

Table 1. presented Abuse in the film the bank manager in 8 scenes and in 8 minutes 28 seconds. Abuse in this context is illustrated in the form of verbal, physical, and emotional abused that the children suffered in the hand of the house help who later became the wicked stepmother. Table 1 also presented Conflict in 5 Scenes in the duration of 04 Minutes. The

movie depicted conflict of interest of the married couple involved which was in form of a husband who wanted his wife to stay at home and take care of the family and a wife who refuses to give up her job as a banker just to look after her children, when there is a maid for that. This resulted in series of disagreement in the home. Neglect is also portrayed in the table in 05 Scenes and in a time frame of 06 Minutes and 05 Seconds. This reflects the number of scenes and the time when the mother who is a bank manager neglects her responsibility of a wife and mother. This exposes us to the scenario where the mother leaves for work early in the morning and gets back late at night when the children are already in bed. It shows the situation where the mother is too tired on Sunday when she is at home to go to church with her family or attend to their needs. We are also exposed to how a mother leaves the responsibility of raising her children in the hands of a house maid. Quarrel, which is illustrated in the table in 05 Scenes in a period of 05 Minutes 08 Seconds this reflect the verbal altercation and argument between the couples as chief Evan's wife refuse to quit her position as a bank manager to care for her family. Pain as portrayed in the table above in 06 Scene for a period of 08 Minutes 16 Seconds depicts the physical and emotional pain the children and husband felt and experienced due to Nneka's decision to place her position as a bank manger over her position as a wife and mother. It also exposes to the pain the children faced in the hands of the house help, who later became their stepmother. It showed the pain of the children, as they became slaves in their own father's house. Finally, table 1 presented loss in 8 scenes 11 minutes 41 Seconds. Loss is used this context as losing something of value due to the actions. Loss is also depicts the consequences of an action or actions. Nneka's decision to place her career as a bank manger over matrimonial responsibilities led to a lot loss in terms of consequences. Nneka lost peace and love in her home, she lost the love of her family, the lost her husband and matrimonial home to her maid. Her children lost the comfort and privileges they were used to at home and became slaves in their father's house. They lost both their father and mother as their new stepmother successes in using diabolical means to turn the heart of their loving father away from them. Nneka finally



lost her sanity; in a bid to secure her new position as Chief Evan’s wife Ifeoma who was formerly the maid used diabolical means to make Nneka mad.

**The Movie Women in Power**

**Table 2.**

<b>Nature of Portrayals</b>	<b>Frequency of Scenes</b>	<b>Length of Time</b>
Abuse	9 scenes	9 minutes 8 seconds.
Conflict	12 scenes	21 minutes and 22 seconds
Neglect	09 scenes	12 minutes and 24 seconds.
Quarrel	09 scenes	10 minutes and 01 second
Pain	05 Scenes	08 Minutes 02 Seconds.
Loss	07 Scenes	15 Minutes 25 Seconds

As shown in the table above, Abuse is portrayed in 9 scenes in 9 minutes 8 seconds. Abuse in this context took the shape abuse of power or the misuse of power. Political power was used to promote selfish personal vendetta and oppression against the men and to promote self-acclaimed importance and authority, it was used to force respect and fame. Conflict as presented in table has shown 12 scenes in 21 minutes and 22 seconds. Conflict arose in the data women in power with two fractions in the women political party and career women forum. One fraction believed in liberal steps to women empowerment while the other fraction wanted radical steps to women empowerment. Maureen who is the leader of women political party and the career women forum represents the liberal fraction which believes that an empowered woman is not hostile, uncompromising, domineering and oppressive to the masculine race. In addition, an empowered woman can have a career and the same time takes care of her family. Lois Collins represents the radical fraction who believes that an

empowered woman should be intolerant, hostile, aggressive, and uncompromising to the male folks and not a glorified slave to her husband.

Table 2 presents Neglect in 09 scenes at the duration of 12 minutes and 24 seconds. This gives us a picture of how the family and matrimonial responsibilities is relegated to the background in a quest to attain political, economic, and social power and fame. The Agatha wife of Mavis neglected her home and focused all her time to be a business tycoon and to pursue political power. When her husband asked her to spend time at home with him so that they could start a family, she replied “those babies ain’t coming i can’t sit a home brooding when my mates are out there making millions or is it only men who have the prerogative to make money.” The table above also presents Quarrel in a frequency of 09 scenes in a time of 10 minutes and 01 second. Quarrel reflects the verbal disputes and arguments that as a result of the neglect responsibilities and roles at home and in the family. Quarrel also ensues due to the unnecessary hostility of Lois to her male subordinates and male counterparts. Oppression as shown in table 2 is presented in a frequency of 05 Scenes and at a time of 08 Minutes 02 Seconds. Oppression as presented in this data depicts an unnecessary aggression and domination of the male folks. Lois used her political power as a minister for state internal affairs to oppress her male subordinates and her family. Pain is in the table above in 05 Scenes in duration of 08 Minutes 55 Seconds. This data addresses from an emotional context. Professor Collins and his son were in constant emotional pain as because of his wife’s (Lois) abusive and oppressive actions. Mavis was in pain from his wife Agatha’s neglect. Agatha in turn felt pain when her husband traded her for another woman. Table 2 likewise presents Loss in 07 Scenes at a time of 15 Minutes 25 Seconds. In this data, Loss takes the form of consequences of actions of some characters in this data. Lois lost her position as a minister, she lost her freedom as she was indicted for fraud and finally she lost her family as her husband was appointed the new ambassador of Switzerland he took his son and daughter with him. Agatha lost her home to another woman; according to her husband Mavis, has found a beautiful, domestic, and fertile woman who understands his needs. In his own words Mavis said

“love is supposed to produce a family and that is something you refused to give to me; so i have found somebody nice, beautiful, domestic, fertile who understands my needs”.

## **Discussion of Findings**

**Research Question 1:** What is the impact of feminism on our cultural heritage?

Feminism has brought about a shift in our cultural orientation and patterns. Shift in this context means change and this change is both favourable and unfavourable. Over the years our culture has granted the men a position of the heads and a leaders in the society and the women a submissive and subservient role in comparison to the men. Feminism has created a platform for women to fight against this inequality that our culture has created and fight for the general interest of women in the society. The movie women in power portrayed a vivid example of women empowerment platforms in our society today; they all strive to fight for the interest of women in the society. The Career Women Forum (CWF) is a women empowerment platform in the movie women in power. The forum worked in conjunction with UNICEF (United Nation Children’s Emergency Fund) and other overseas sponsors to train women in the areas of skills acquisition such as cosmetics production training factory and computer training; this is to assist women in their quest for empowerment and equality. The forum also addresses the issues of abuse and rape; a situation was reported to the forum where a rich man’s son raped the daughter of a poor widow, the president of the forum took up the issue, fought for justice for the widow, and gave the daughter the opportunity to go back to school on scholarship.

In the days of our ancestors, both the men and woman knew, accepted and understood their different roles and responsibilities in the home and society, and as such there was no competition between the man and woman. The movie the bank manager depicted an abdication of role in the home on the part of the mother and leaving the responsibility of the care of her family in the hands of her maid, in order for her to purse a lucrative

career in the banking industry as a bank manager of a prestigious bank. This resulted in competition and a struggle for equality between the man and woman within and outside the home; this in turn led to instability in the home. These of course had detrimental impact in the lives children, as they became victims of abuse from both the parent and in the hands of the house help.

**Research Question 2:** Why is culture posing a challenge to feminism in Nigeria?

In Nigeria, culture cannot be totally separated from religion feminism, is man-made ideology that seeks to fight for a platform of equality between men and women but religion which is an aspect of culture which is God-made has give a woman a role of submission in the home. In the movie women in power, Chief Udensi made us understand that a woman has a “God-give role as a wife and mother”. The Nigerian culture is posing a challenge to the absolute actualization of feminism because of the price of feminism on the family especially the children. The answer to research question 2 lies in the data Bank manager and women in power; Nneka is a bank manager who refuses to quit or slow down her job to care for her family. She told her husband it is not only the responsibility of the woman to take care of the home so he can quit his business to care for his children. This led to unending conflict and quarrel in the home, which is psychologically detrimental to the children. Nneka neglected her home left the responsibility of bringing up her children in the hands of a maid, who abused the children physically, mental, psychologically and emotionally. The maid later became their stepmother starved and maltreated the children; to the extent that one of the children stole his classmates lunch because he was hungry. Children receive the greater repercussion of feminism in the home. The data women in power exposed us to conflict, abuse, loss, disunity, and quarrel in the home. Lois daughter experienced four heartbreaks because she followed her mother’s feminist orientation of relationship. Feminism often comes with a price of marital instability, disunity, conflict, quarrel, intolerance, broken homes, and loneliness,

untrained, children that are often nuisance and menace to the society in the future.

**Research Question 3:** What is the point of convergence between culture and feminism in Nigeria? The answer to this question lies in the data women in power in the character of Maureen (Liz Benson). According to her, “women’s liberation and empowerment is all about is about understanding our roles as women and realising our talents and empowerment and making sure that there are no hindrances in achieving full potential”. Maureen also believes that a woman leader should not be hostile and uncompromising to the male folks and she can be in good terms with her husband and take care of her family. Maureen’s husband chief Udensi (Dejimolu Louis) attests to his wife’s empowerment to his friend; in his own words “ if there is any woman that is totally empowered it is my wife Maureen but she does not allow it to conflict with her God given roles as a mother and a wife.”

### **Conclusion/ Recommendations**

This study provides an intellectual discourse in to the world of feminism and Nigerian culture and the concept of feminism in relation to the Nigerian culture. Feminism is an ideology that emanated the west, whose total feasibility and applicability poses a question mark, because it is not, founded in our cultural orientation and realities and its long term consequences in future. Despite this reality, the fact is that feminism seeks to address some vital cultural issues that are plaguing the Nigerian societies today. It is true that there are certain areas of our culture that needs to be revisited and some traded for better ones in this dynamic and global era, but there are certain aspect of the same culture that also need to be upheld and passed to our future generations to promote and preserve our rich cultural heritage. Therefore, in order not to throw away the baby with the bad water, we need to come together as a people and come up with our own ideologies that is rooted in our cultural heritage and taking in to cognisance our norms, values and traditions as people.

It is on these bases that this study proffers the following recommendations:

- The Nigerian society should come up its own ideology that is grounded in our cultural realities. An ideology that take cognisance of our culture and traditions as a people, and an ideology that understand and take cognisance of the struggle for balance of the Nigerian woman as a daughter, sister, wife, mother, and career woman . The new ideology will protect them from abuse and violence of any kind and empower them to protect and fight for themselves.
- Men and women should comprehend they are all created with different abilities, strength and responsibilities and realise that are meant to complement and complete each other and not to be in competition with each other especially in the home.
- Women should also understand that equality comes with responsibilities; personal responsibilities to self as a woman, responsibilities to your family, and finally responsibilities to the society and country at large.

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## Media Framing of National Identity in National Integration Campaigns

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### Abstract

*This study investigated the framing of national identity in selected national integration campaigns on the network service of the Nigerian Television authority (NTA). The study was necessitated by a dearth of studies on the framing of national identity in the national integration campaigns and also the use of language used in the framing of national identity in the selected national integration campaigns. Ascertain symbolic language of national identity received the higher selective appropriation in the national integration campaigns. The study is anchored on Ervin Goffman's framing theory. The research utilized a qualitative content analysis. The qualitative content analysis is deductive. Three prominent national integration campaigns were utilized for the analysis. The categories of framing drawn from the literature are; the use of language and the selective appropriation pattern of prominence and omission in the rendering of national identity. Findings revealed that the language used in the portrayal of national identity is constructive. Labelling and titling was used to project a constructive image of the Nigerian nation. There was a copious use of pronouns as an inclusive device. The national identity is framed utilizing the model of Civic identity with the cultural identities receiving a lower order selective appropriation. The integration campaign is framed in such a manner that omits the salient issues that are influential in the grievances of sub groups in the Nigerian state. The study concluded that the framing re-emphasizes the inequalities and partitions that separate Nigerians rather than integrate Nigerians. The study recommends that the producers of the integration campaigns should address the diversity of the subgroups in the Nigerian state and issues of grievances as elements in the campaigns and work towards building a model of unity that recognizes such differences.*



**Keywords:** *Framing, national identity, integration campaigns, selective appropriation, Civic identity*

## **Introduction**

National integration has been defined as a process of unifying a society which tends to make it harmonious (Duverger cited in Adamu&Etila, 2019). As a process, it is a series of actions geared towards a goal of cohesion and unity among a heterogeneous population. When national integration becomes a broadcast feature, it is a strategic attempt by the media to reach a wider audience with a persuasive message of cohesion. National integration campaigns have become a regular feature especially on the network service of the government owned Nigeria Television Authority (NTA) in recent times (Kusugh, 2018). Messages of cohesion and unity are endeavours rooted in nationalism (Nefes, 2018; Zriba, 2019). It is an attempt to sustain and where necessary preserve the national identity especially when there are existential threats to the nation (Glynos & Voutyras, 2016; Whitehead & Scheitle, 2018). They thus strive to build a national identity on which cohesion can be possible. Ahmed (2008) stated that the national identity is the basis for the sustenance of a nation after the nation is born. Without a national identity, no state can survive. Media messages fostering national integration serve the social function of state survival. In the words of Ahmed (2008, p. 47);

Deeper links in the larger society have to be cultivated so that a substantial number of people, a majority if not the whole population, identify with the state in an emotional sense. In order to achieve that, the state has to disseminate the national identity through the educational system, the mass media and the political system.

National identity is thus a product that is encoded in the national integration campaigns. Such construction of national identity is the product of a process of selection, and organization of persuasive contents aimed at eliciting positive reactions from the public. It is the case that the integration

campaign is a social product detailing claims about what constitutes the Nigerian identity, this claim is the substance of affinity and it is the substance of affinity that justifies cohesion.

The selective organization of elements in an integration campaign and the organization of the unifying symbols readily reveal a frame. A frame is a device employed in the production of communication content. Joris & DeCock (2019) defined frames as schemes of interpretation that may be used to organize information and to manage it efficiently. Entman (1993: 52) defined the frame as (a process that involves the selection of aspects of some perceived reality in such a manner that reduces such aspect prominent in the context of communication. This selective approach allows for the promotion of a type of definition, a slanted moral evaluation or the recommendation of treatment. What these definitions reveal is that information is managed and media messages are framed for a particular desired effect. Studies have shown that media framing of information on objects correlates with attitude to the object (Brader 2008; Cho 2006).

The production of persuasive national integration campaigns that can be influential on attitudes in Nigeria are subject to a number of challenges. Firstly, Nigeria is a multi-ethnic nation with a very diverse ethnic and religious profile (Uchegbue, 2017). This situation has always translated to tensions in loyalties towards ethnic solidarities that are stronger than the loyalties to the sovereign state (Alex-Hart, 2016). Secondly, Nigerian leaders have been implicated as culprits in the mismanagement of the diversity in the Nigerian state. Cries of marginalization and nepotism drives the wedge between ethnic groups as one group enjoys privileged access to resources to the detriment of other groups (Salawu & Hassan, 2011; Edewor, Aluko, & Folarin, 2014). Thirdly, there is a recurrent issue of grievances rooted in the factors mentioned above by groups that make up the Nigerian state. Such grievances have led to conflicts and the quest for secession from the Nigerian state (Ugwueze, 2019). Producing a persuasive media campaign for integration becomes very challenging in these circumstances. It is therefore imperative to take a cursory look at the integration campaigns

enjoying regular broadcast feature to decode the framing of national identity that undergirds the campaigns.

From the year 2000-till date, the Federal government of Nigeria has mounted various campaigns on the Nigeria Television Authority (NTA) and other media houses on the need for a united country bounded in love. Some of the campaigns theme include; ‘Nigeria, a people united, join hands lets lift Nigeria Higher’, ‘let’s live together’ and the ‘recent change begins with me’. These campaigns sought to emphasise the need for attitudinal change to the Nigeria project, the need for brotherliness, religious and ethnic tolerance in order to birth a nation that is strongly united irrespective of the religious and ethnic differences. Thus, the focus on NTA lies in the fact that it has consistently shown these campaigns even when the period of the campaigns appear over. The ubiquitous nature of its network stations stand it out. Although, during the period of these campaigns, other stations aired them, it would seems as if NTA has continued to air them as a social service to the nation or perhaps, other stations are no longer paid to air them.

### **Statement of the problem**

National integration remains a very challenging task for agents that seek to foster unity and cohesion in the Nigerian State. Inter-ethnic rivalries, identity politics, deeply rooted sub national solidarities problematizes the quest for national cohesion. Media based strategies designed to foster attitudinal and cognitive reception as well as other state sponsored activities have not produced the desired effects in the populace as unity seems to be elusive (Wonah, 2017; Babatunde, 2018; Mbah, Nwagwu, Ugwu& Simons, 2019; Omamuyovwi, 2020).

The various campaigns on national integration on NTA appeared framed in such a way that the focus of national integration, is the integration of the three dominant ethnic groups. The three dominant languages of Hausa, Yoruba and Igbo and their symbolisms are often used in the campaigns. It would seem that once these three ethnic groups are united, the idea of a united Nigeria becomes plausible.

### **Research questions**

1. What is the choice of language used in the framing of national identity in the selected national integration campaigns?
2. Which symbolic language of national identity received the higher selective appropriation in the national integration campaigns?

### **Literature Review**

National identity is a feeling citizens have for belonging to their country. It is a feeling of patriotism exhibited by national pride and positive action towards one's nation. Thus, citizens' sense of identity will help them navigate the challenges associated with ethnicity. The philosophy of National integration is based on moral pluralism as a distinct ideology for Nigerian society. It is an ideology that deals with differences, an ideology that respects and endorses diversity and an ideology that endorses the otherness of others. It is rooted in rational values and speaks the language of dialogue. Moral pluralism cultivates accommodation, respect, fairness, tolerance and sensitivity which are the distinctive virtue of an ideal society.

Osimen, Balogun, & Adenegan, (2013, p. 80) opine that “national integration” in Nigeria will literally mean the bringing of the different ethnic, racial, religious, economic, social and political groups into unrestricted and equal association on national issues. National integration is a particularly constructive approach to the national identity as it seeks to establish an idea of national identity as a vehicle for the promotion of unification, identification and solidarity. In framing national identity it can be deduced that such rendering is constructive, transformational or destructive. For Benwell & Stokoe, (2006) framing is at the level of language and language is the lexico-grammatical system from which the authors of text creatively choose what is included or excluded in a narrative. This is in line with Entman (1993) who sees language use as a very important tool of selection as the rendering of the perceived reality can be anchored in the selective use of language. In an extensive study of news translation as the site for framing Chinese identity, Luo's (2015) focus was on the framing of national identity by a sport channel in China. The author found that sports broadcasts are a site for framing the national identity. The

author utilized Goffman's (1956) frame theory and Bakers (2006) typology of framing which includes selective appropriation, labeling, temporal and spatial framing and the repositioning of participants. Selective appropriation is the selection of specific texts as an instrument to emphasize a narrative. It reveals a pattern of omission as well as additions traceable to the originator a speech. Labeling is a process in a discursive act in which a lexical term is used to identify a place, thing or person. Temporal & Spatial framing refers to the embedding of texts in another time or space, while repositioning of participants is the ability to emphasize location through closeness or distance to participants. The study by Luo (2015) found that the framing of national identity by the sport broadcaster utilized selective appropriation, labeling, repositioning of participants and temporal and spatial framing.

In the exploration of the components of national identity, Grotenhuis (2016) utilized Shulman's (2002) model of national identity, the model identified national identity as a multi layered identity. There are several layers such as the Civic identity which relies on political ideologies and institution that draws from the ideas of the sovereign states as popularized in Europe. Civic identity comprises of elements such as citizenship, territory, will and consent, political ideology and political institutions and laws. The second layer is the cultural identity which is comprised of religion, language traditions. A nation state that is multicultural and multi- religious will rely heavily on civic identity to foster nationalism while a mono-cultural state with a particular religious can foster nationalism on that identity (for example Pakistan). Civic identity is a more common basis for national identity and integration messages usually portray belongingness of citizenship, geographical territory claim and the positive expression of consent and will. In examining the framing of national identity in integration messages, it is important to unravel what identity is emphasized and which identity is displayed in national integration campaigns in Nigeria.

In a nutshell, national integration implies both the capacity of a government to shape the popular attitudes of citizens towards nation building. This is possible through acceptance of our diversity not

divisiveness. The media has got an indispensable role to play in uniting the diverse strata in Nigeria. This is why the national integration campaigns were designed by government to foster national integration. For instance, “The focus of the ‘let’s live together’ campaign is to shun ethnic hostilities and religious violence. That of “Nigeria, great people, great nation” talks about the diversity of the Nigerian people. Another of the campaign emphasizes that Nigeria is a people united, let’s join to make it better”.

### **Theoretical framework**

This study is anchored on the framing theory by Ervin Goffman (1974). Framing theory explains that the media has the capacity of selective focus on a phenomenon of interest within a field of meaning (Hassan, Mathiassen & Lowry, 2019). Thus the presentation of an issue to the audience can influence the response to the issue. The management of information is carried out to influence how the information is interpreted. From empirical studies, framing occurs in the imagination of national identity, it occurs in the selection of language used in presenting national identity and it is also evident that framing can occur on the selection of the model of national identity (Benwell & Stokoe, 2006; Wodak et al, 2009; Lou, 2015). In the communication context the production of any text that encodes an idea of the national identity is a discourse act (Costelloe, 2014) it is dependent on certain imaginings and selection of the models of identity which the producers of the content intends to emphasize. Wodak, Decillia, & Reisagl (2009) posited that the discourse of national identity is hinged on ways of imagining national identity; the identity may be defined as constructive, perpetuation of an idea, justification of a position, transformational or dismantling/ destructive imagination of national identity.

### **Methodology**

This research study utilized a qualitative content analysis. As a research method it is an objective means of describing phenomena (Schreier, 2012). Its potency lies in the ability of the researcher to reduce data into concepts which are useful for the description of the research

phenomenon (Hsieh & Shannon, 2005). This qualitative content analysis is deductive. Although a number of campaigns have been carried out by government from the year 2000 till 2021 focusing on national integration and attitude change. Three prominent national integration campaigns which still enjoy regular broadcast were purposively selected based on their relevance to the current state of affairs in the nation. They are the following “*Nigeria, one nation, one people*” A minute long audio visual presentation with pictorial studies as a voice over detailing an integration message. There is the Glo sponsored integration message of a rendition of the national anthem. This integration campaign is a performance by a young girl draped in national flag. The third integration campaign is titled. “*A great nation with, a great people*”. This is largely a voiceless presentation depicting past leaders of Nigeria as well as cultural elements of the Nigerian state. The content categories for the campaigns include; language frame and symbolic language

Language frame refers to the use of carefully selected words to describe, qualify and unite Nigerians. Symbolic language is the use of symbols, cultural icons and heroes to project national integration. In terms of the unit of analysis, the verbs, adjectives and pronouns used in the text were examined. In addition, the visuals and their accompanied symbols were also analysed as units of analysis.

### **Research Findings**

The findings are presented here. Framing of national identity includes the use of inclusive pronouns, labelling and titling and selective appropriation

From the three campaigns the following are the interpretations that can be deduced:

From the first

The use of Inclusive Pronouns

The language use in the framing of national identity is constructive. The text reveals a unification goal as the choice of words clearly depicts the

prominence given to unification. The use of the pronouns “we”/ “us” is an inclusion device in the text of integration. In the campaign message titled “Nigeria, One Nation, One People” The following statements are reproduced below:

*“God has put us together here so that we can build a community that will be an example to the entire world.”*

The national identity is embedded in the use of the inclusive pronouns “we” and “us” to denote a sense of togetherness between the public. Another excerpt in the campaign reproduced here:

*Although some may say Nigeria is a mistake, we all know that he almighty never makes mistakes.*

The use of the pronouns here is illustrative of the constructive language employed by the producers of the integration campaigns. The identification of those who are of the view that Nigeria is a mistake with the pronoun “some” qualifying them is a device used to indicate that the view is not a widely shared one. The statement went further to be inclusive in the use of the pronoun “we” to buttress the argument of the divine origins of the Nigerian State. It is the deliberate use of a shared common belief in God to put forward an argument for the existence of the Nigerian nation and to engineer a positive reception to the integration message. The national identity is thus portrayed as a civic identity relying on Will and consent.

### Labelling and Titling

The choice of nouns used to title and label the campaigns as well as past leaders respectively reveals a selective appropriation. The integration messages are titled “*Nigeria, one nation one people*” which seeks to create a homogenous identity for the constituent groups in the Nigerian State. The other campaign message is titled “*A great nation, with a great people.*” This title attaches an adjective to the Nigerian nation suggesting that the nation has the property of greatness. Here again the national identity is given a constructive title which can evoke a positive reception. There is the



labelling of past leaders in the integration messages. This labeling serves to qualify the national leaders as icons who embody the valued attributes of the Nigerian nation. There is also the exclusion of leaders that clamoured for secession from the republic such as late Col. Emeka Ojukwu in the roll call of past leaders. The excerpt of the text in the integration campaign “Nigerian, one nation, one people” is reproduced here;

*Sir Abubakar Tafawa Balewa, Dr Nnamdi Azikiwe, Sir Ahmadu Bello, Chief Obafemi Awolowo. These patriots worked together to achieve independence for one United Nigeria.*

The stated text reveals a labeling of the iconic leaders as patriots and the accompanying statement reflects their qualification as they are assumed to have worked to achieve independence aimed at a United Nigerian State. Labelling is also revealed in the anthem recitation performance in the Glo Sponsored integration message as the line reproduced here show;

*The labour of our heroes past shall never be in vain*

The use of the term heroes and patriots constitutes a framing device where the desired goal of unity is woven into the projected identity hence, the usage of labelling and titling was a common device in the integration message as the national identity projected had showing positive and constructive leanings as well as the use of inclusive languages in the projecting of the national identity.

Selective appropriation in the integration campaigns

Civic identity received a higher selective appropriation above cultural identity. The elements of civic identity in the integration messages are the egalitarian principles exemplified in the closing text of two integration campaigns “one nation bound in freedom, peace and unity.” This egalitarian principle reflects republican ideals. The campaigns projected the Nigerian state as a creation based on the political ideology espoused by past leaders. The United Nigeria is steeped in a narrative of a set of ideals, principles and doctrines of a free independent state built and sustained on

the ideas of past leaders. Two of the three integration messages exclusively utilized civic identity in their narratives while the third “A Great Nation with Great People” reflected the civic identity mostly. The cultural identities of the different sub groups were referred to as subsumed in the civic identity of the nation state. There is thus a higher selective appropriation of elements of Civic identity and a lower appropriation of the cultural identity in the integration campaigns.

NO application of the method outline for this study?

### **Discussion of Findings**

The findings revealed the strategic use of language in inclusive pronouns, labelling and titling in the construction of national identity in the integration campaigns. This is similar to the findings in the study by Lou (2015) who found that the national identity in his study was frame with the use of pronouns, positive constructions of the national image and the selective usage of terms to promote an ideal of national identity. In this study it is also evident that the national identity is evoked in arguments for cohesion. The findings also revealed that the civic identity received a higher order selective appropriation above the cultural identity. This can be understood as a strategy to push egalitarian narratives about the Nigerian State. However this pattern of omission lands easily to misgivings as the civic identity and its attendant political ideology may not address the grievances on grounds that are driving interethnic conflicts in the Nigeria state.

### **Conclusion and Recommendations**

The framing of the national identity in the integration campaigns prominently denies differences that exist within the nation state of Nigeria. The integration campaigns studied projected a national identity built on a positive construction of the national image, inclusive framing device and a higher selective appropriation of the model of Civic identity. This framing of the Nigerian identity readily suggests that there are omissions in the construction of the national identity on the facts of the heterogeneity of the

subgroups that make up the nation state. The selective appropriation obscures the realities on ground which drives grievances among the groups as the emphasis is on the denial of differences. The study therefore recommends that the producers of the integration campaigns address the handwork towards building a model of unity that recognizes such differences. There is the need for the depictions of the Such reflections of the issues of agitations will go a long way in pacifying. the tensions that are generated in the course of inter group interactions in the Nigerian state.

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