HALLIN AND MANCINI WESTERN PRESS SYSTEMS REVIEWED: AN APPRAISAL OF GOVERNMENT MEDIA RELATIONSHIP IN NIGERIA

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Abstract

Hallin and Mancini in their *Four Empirical Types of Western Media Systems* observed that we should forget about normative theories and look more closely at actual arrangements connecting media with system. They proposed a typology of relations between the media system and the political system, based on a comparative examination of contemporary national societies. Thus, this paper examined the four typologies of the press drawing inferences from their foundations. The paper historically looked at the world and Nigeria print media, visa-a-vis media and government relationship in Nigeria. The paper considered the notion that every nation has a communication policy; which shows the various attempts to control and regulate media of communication and its personnel in that society. To this end, the discourse concludes that the media/government relation in Nigeria has always been frosty, cat-mouse existence and relationship.

Key Words: Four (authoritarian, libertarian, social responsibility & soviet communist) theories of the press, print media, communication policy, media/government relationship

Introduction

In the early period of 1970s, three media scholars, Fred Siebert, Theodore Peterson and Wilbur Schramm came out with four typologies or ways of looking at the mass media systems in terms of their functions, ownership, control, direction, intensity and responsibilities (Akinfeleye, 2003; p. 21). Siebert, Peterson, and Schramm's 1956 four theories of the press, categorized media systems as "libertarian," "social responsibility," "communist," or "authoritarian," The basic assumption, then, was that 'the press always takes on the form and coloration of the social and political

structures within which it operates. Especially that the press reflects the system of social control '(Siebert, et al, 1956: 1) cited in (Bruggemmann, et al. 2014).

One of the popular quotes in the renowned publication by Siebert, et al, is the proposition that the 'press always takes on the form and coloration of the social and political structures within which it operates. Especially that the press reflects the system of social control '(Siebert, et al, 1956: 1). For me, this cannot be far from the truth, but unfortunately, the authors' four theories of the press ended up applying to, not just the U.S., but a few other Western countries.

In view of the above, Hallin*and Mancini Revisited: Four Empirical Types of Western Media Systems* by Michael Bruggemann, Sven Engesser, Florin Buchel, Edda Humprecht & Laia Castro is not unanticipated. The study of comparative media systems has become a cornerstone in the evolving field of communication research. Patterson clearly stated this of Hallin and Mancini's classification of Western media systems, pointing out that it rests on four key dimensions which are:

i. The degree and nature of state involvement in the media;
ii. The degree of political parallelism, which is, the extent to which the media are linked, formally or informally, with parties and other political institutions;
iii. The degree of professionalism in journalism, as measured by the independence of journalists and their adherence to articulated standards of practice; and
iv. The degree of mass dissemination of news content.

According to Akinfeleye (p. 22), cited in McQuail, Siebert, et al. believed that "an understanding of these aspects of society is basic to any systematic understanding of the press". In fact, Siebert, et al. argued that in actual sense, there are only two basic theories of the press-which are: authoritarian theory of the press; and libertarian theory of the press. In the view of the scholars, the other two, i.e. The Soviet totalitarian or the Communist theory and the social responsibility theory is just "modifications" of the authoritarian and the libertarian theories respectively.

Criticisms of Hallin and Mancini's Revisited

Bruggemann, et al, examined the lines of criticisms that have trailed the Hallin and Mancini research. One of the foremost critic, Norris (2011) cited in Bruggemann, et al (2014, p. 1037) is of the view that Hallin and Mancini's three models cannot be replicated due to lack of precise operationization and standardized measurement. According to Norris, there is a need to operationalize, validate –in some respects- modify the framework introduced by Hallin and Mancini. Another drawback of Hallin and Mancini's paper is that of the 'four theories'- as the Soviet Communism theory has disappeared (Nerone, cited in McQuail, 2012). In support of their critics, Hallin and Mancini (2004) cited in Bruggemann, et al (2014) pointed out: "The common idea of an Anglo-American' model of journalism is in part a myth" (p. 69) in (p. 1043). Curran (2011) in Bruggemann, et al (2014) and stressed the exceptionalism of the United States, in particular with regard to its role in world politics and the 'semi-independent' role

of the press regarding the public justification of military interventions. Hardy (2008) also in Bruggemann, et al (2014) considered opening up a fourth separate model for the United States. Another case as noted by the authors, is that Portugal, which has been considered to "diverge significantly" from the Polarized Pluralist model and to "move away" from the political parallelism that characterizes Spain, Italy, and Greece (Hallin and Mancini, 2012a, p.209) in Bruggemann, et al. p.1043).

Another negative observation of Hallin and Mancini's revisited, is the case of Germany where the authors expressed interest in; with its absence of direct press subsidies, it does not fit with the Nordic countries (Humphreys, 2012a, p. 163) in Bruggemann, et al. p.1043). Rather, it is somewhat similar to the British case with its very strong public broadcasting, high levels of political parallelism in the press, and an absence of press subsidies. Thus, some countries' classification in the frameworks is particularly contested and deserves a critical review.

As Nerone (1995) cited on McQuail (2010, p. 151) showed that the libertarian theory identifies press freedom very closely with property rights- the ownership of the means of publication- neglecting the economic barriers to access and the abuse of monopolistic publishing power. Secondly, that the liberty of the press is too much framed as negative concept- freedom from government. According this view, an alternative, more positive or affirmative version would endow the concept with ideas of purposes and positive benefits, which might need some social intervention.

Commendation of Hallin and Mancini's Revisited

Bruggemann, et al., argued that Hallin and Mancini's three models is the point of reference for many comparative studies of journalism and political communication (e.g., Aalberg& Curran, 2012; Benson, Blach-Orsten, Powers, Willig, & Zambrano, 2012; Esser et al., 2012; Stromback, Orsten, &Aalberg, 2008; Voltmer, 2013) cited in Bruggemann, et al. (2014). Bruggemann, et al. (2014, p. 1038), see Hallin and Mancini's qualitative approach not only as a weakness, but also as a strength in their study. According to them, it fosters an enhanced understanding of the cases under analysis. Hallin and Mancini's four theories of the press, is a move away from normative models of the media, as they proposed instead a new typology of relations between media and politics based on comparative analysis of systems (McQuail, p.)

Four Theories of the Press: An Overview

The oldest of the Four Theories of the Press, is the authoritarian theory, which was developed in the 16th and 17th century England. Authoritarian theory is a normative theory advocating the complete domination of media by government (or its agencies) for the purpose of forcing those media to serve the government interest (Baran& Davis, 2012) cited in (Johnson & Johnson, 2013, p. 101). *Journalism Essay* (2020) stated that: In this theory, the function of the press is to support the policies and actions of the state, and its authorities. The press should

foster social solidarity and national unity. The state has the right to control the press for the overall public good

In this view, controlling the press means preventing the press from embarrassing the government, to repress criticism and protest, and to severely restrict press freedom. The authoritarian view was prevalent in the 17th century Europe, where publishing came under the prerogative and censorship powers of the monarch and the church. This theory is embraced by the present day leaders of non-democratic states.

The Libertarian theory which followed suit was adopted in England and used after 1688. It was founded on the First Amendment to United States constitution, which states inter alia, "Congress shall make no law… abridging the freedom of speech or of the press; establishing the notion of a free press. The theory was based on the premise that there should be no law limiting or governing the media operation that the media should be free of government control (Johnson & Johnson, 2013). According Journalism Essay (2020) "the function of the press is to protect people's liberties and rights and to inform the public so they can participate as citizens in democratic self-government". This theory prefers a privately owned news media that is maximally free to inform citizens and criticize public policy, as well as, act as a watchdog on authorities. It sees the right to publish and express oneself freely, not as a prerogative of the state or a government, but a fundamental right of free individuals. Thus, the theory argued that a free marketplace of ideas, while it may cause harm on the short term, but, that it remains the best safeguard in the long run for a free and liberal society.

Similarly, the social responsibility theory is a product of the 20th Century which came out of the W.E. Hocking Commission on the freedom and responsibilities of press in the United States of America. (Akinfeleye, 2003, p. 22). Akinfeleye noted that the power of media owners then was much that "… they (the press) determined which persons, which facts, which opinion, which voice, which version of the story shall reach the public". The press was no longer the "free -and-open-market of ideas as preached by Mill and Jefferson; following the growing sensationalism and commercial influence of the press. It came into effect after the realization that the 'marketplace' had failed to fulfill the promise that press freedom would reveal the truth. The Hocking Commission on Freedom of the Press provided a model in which the media had certain obligations to society. These obligations were expressed in words to include, but not limited to: "informativeness, truth, accuracy, objectivity, and balance". According to Siebert, et al, 1956), the goal of the social responsibility system is that media as a whole is pluralized, indicating a "reflection of the diversity of society as well as access to various points of view". McQuail (2005, p. 150) cited in (Johnson & Johnson, 2013, p. 101) described the dominant assumptions of the theory as follows:

> The media have obligations to society, and media ownership is a public trust; news media should be truthful, accurate, fair and objective and relevant; the media should be free but self-regulated; the media should follow agreed codes of ethics and professional conduct and under some circumstances, the government may need to intervene to safeguard the public interest. (p.101).

The Soviet totalitarian was adopted in the former USSR during the reign of the Tsars. The Soviet Communist theory of the press is "a normative theory advocating the complete domination of the media by a communist government (or its agencies) for the purpose of forcing those media to serve communist party" (Baran& Davis, 2012) cited in (Johnson & Johnson, 2013, p. 101). This theory still subsists in China, North Korea and modern day Russian under Vladmir Putin's administration (Johnson & Johnson, 2013, p. 101). Media in communist societies are state-owned and the government had a division of censorship. Other means of control included the appointment of editors, a large number of directives regarding press content and press reviews and criticisms. The media organizations in this system were not intended to be privately owned and were not to serve the interests of the working class. However, after more than twenty years of economic liberalizations and opening to the outside world, the Chinese government has adopted a policy of gradually cutting subsidies and encouraging commercialized financing.

Hallin and Mancini (2004) argued that we should forget about normative theories and look more closely at actual arrangements connecting media with system. They proposed a typology of relations between the media system and the political system, based on a comparative examination of contemporary national societies. However, McQuail (2005, p. 15) cited in Johnson & Johnson (2013, p. 102) conclusion invalidates their submission, and justifies the relevance and importance of normative theories to the study of the media system. He argued that: "[The] theory is important because it play a part in shaping and legitimating media institution… A society's media normative theories concerning its own media are usually found in laws, regulations, media policies, and codes of ethics and the substance of public debate." Regardless of Hallin and Mancini's submission, the normative theories provide the theoretical construct and framework through communication policy of nations of the world could be categorized and evaluated (Johnson & Johnson, 2013). It is however noted that McQuail (1987) extended the normative theories beyond the initial four postulations by Siebert et al (1956) to six, with the inclusion of democratic participation and developmental media theory.

Print Media: An Overview

Global

It has been noted that the four theories of the press apply more to the print than any other media. The history of print media and written communication follows the progress of civilization which in turn moves in response to changing cultural technologies. The transfer of complex information, ideas, and concepts from one individual to another, or to a group, have undergone extreme evolution since prehistoric times (Patil, D.M. 2011; P.1). The invention of printing press in 1440 by a German metal smith, Johaness Gutenberg marked a turning point in the

history of printing and newspaper production (Daramola, 2006, p. 1). Although Gutenberg's invention was a movable type, but it increased the number of copies of newspaper that could be produced. In 1811, a German printer, Frederick Koenig and a British inventor, James Watts invented the steam engine which was used to power the press. Although printers still had to set type by hand, printing became faster than before. The invention of the steamship and locomotive increased the speed at which newspaper and news could travel. According to Daramola (2006) rapid communication did not begin until the invention of the electric telegraph. Communication was further aided by the invention of photography in the 1820s by a French physician Joseph NicephoreNiepce. Throughout the 1800s, printers still set type by hand (Daramola, 2006).

History of the newspaper can be told either as a series of struggles, advances and reverses in the cause of liberty or as a more continuous history of economic and technological progress (McQuail, 2000; p. 20). According to McQuail, the early years of the newspaper showed an actual or potential adversary of established power, especially in its own self-perceptions. There were instances of violence done to printers, editors and journalists. Issues of freedom to publish, often within a broader movement for freedom, democracy and citizen rights abound. The part played by underground presses under foreign occupation or dictatorial rule has been overwhelming.

Nigeria

The press in Nigeria (print media) began in 1859 with the publication of Africa's oldest vernacular newspaper, "IweIrohin Yoruba". It was founded by a British missionary, Rev. Henry Townsend in Abeokuta, Ogun State. According to Omu (1978) cited on Akinfeleye (2003, p. 7), the full name of Townsends newspaper was "IweIrohin Fun AwonAraEgbaAti Yoruba" which translated into the English Language means: "Newspaper in Yoruba for the Egba and Yoruba people". Increase Coker (1970) cited on Akinfeleye (2003, p. 7), reports that Rev. Townsend said the launching of the maiden issue of "IweIrohin" that…"my object is to get the people to read… that is to budget the habit of seeking information by reading – (newspaper)… I have set on foot a Yoruba Newspaper"

Although the *IweIrohin* did not achieve much in business for a long period of time, securing a large circulation and exhibiting professional journalistic expertise, they helped immensely to increase the level of education and the social awareness of the generality of the people then. Evaluations made on the paper confirmed these pioneering qualities. In the word of Omu (1978) cited in Daramola (2006, p. 13):

> The missionary newspaper may not have exerted a very wide influence on West African society, but there can be no doubt that they introduced the first generation of educated Africans to what had become an intrinsic part of enlightened society, in Europe and other lands. Their example, gave inspiration to African people who inherited the idea of the newspaper and came to employ it as the chief weapon by which they were to exercise their power of participation in the government of their land.

Daramola (2006) noted that Townsend's paper apart from pioneering newspaper in what is today known as Nigeria and Yoruba land in particular was also the first paper that championed the era of missionary journalism. As observed by Omu (1978) in Daramola (2006), *IweIrohin* was Townsend's chief weapon in his ambitious political propaganda and shrewd maneuvering for power in Egbaland. According to Daramola (2006, p. 14) Governor H.S. Freeman reported *IweIrohin* to the Colonial Office in London for exacerbating the Egba hostility towards the Lagos government in the post-cession period.

The Lagos Times and Gold Coast Advertiser flagged off the beginning of the revolutionary press in Nigeria. From 1880, journalists and newspapermen that grew up were men who had tasted the bitter pill of racial discrimination and segregation either in England or United States of America. They were therefore prepared to wrestle power from the British colonial masters on the ground. The period witnessed the newspapers like *The Lagos Times* and *Gold Coast Advertiser*: *The Lagos Observer*; *The Mirror*; *Weekly Record*; *The Nigerian Spectator* which were critical of the British colonial administration and were always agitating for representative government and independence.

Another significant period in the history of Nigerian press, Daramola (2006) was a period of consolidation in that the seed of nationalism which was sown in the last decades of the 19th century, and nurtured in the first three decades of the 20th century. He added that the Nigerian press in this era was virile, daring and nationalistic; stating that the main focus of the Nigerian press, at the time, was how to awaken citizens to join in the struggle for independence.

Communication Policy

I have looked at the four original theories and the historical overview of the press to provide the foundations and direction of this paper; it is therefore necessary to examine the communication policy that forms the architect of a media system. Communication policy is the various attempts to control and regulate media of communication and its personnel in the society. "For historical and other reasons, different media are subject to different types and degrees of regulations" (McQuail, 2005, p. 236) by (Johnson & Johnson, 2013, p. 99). Communication policy is the constitutional, legal and institutional framework that defines the nature, structure, procedure and operations of the media system in any given society. These policies are heavily influenced and shaped by the prevailing socio-economic and political dimensions in a given society. Invariably, communication policy varies from society to society and nations to nations. Communication policy does not only provide the legal framework but also serve as the mechanism and instrument of institutionalization of the media system in the society. The pertinent issue in this discourse is to examine how the previous governments (mostly military and civilian) controlled and regulated the media of communication and its personnel in the Nigerian society.

Nigeria as a Case Study

Print Media Under Military

In every system of government that has existed in Nigeria, the relationship between the government and the press has always been characterized by the struggle for freedom by the press and attempts to suppress the much sought freedom by the government (Raufu, 2003; p. 160). The question is: has the Nigerian press been fair or more controlled under the military regime (1966-1979) than it was during the First Republic (1960-1966)? Increase Coker (1972) cited in Raufu (2003; p. 162) noted that:

> We are operating under a Military regime. And by its very nature, one cannot say that the press is as free as in normal circumstances. But to our pleasant surprise we have found the press much freer that we had expected under a Military rule. As you will understand, in the absence of parliament and other political institutions for expressing public feelings and opinions, the press has assumed even a greater importance under the Military rulers than they had held under the civilian rulers… It is what they do and not what has been written in a decree that matters. I think this is a benevolent type of military.

Thus, the Nigerian Press went into self-criticism after the demise of the civilian administration in 1966 and conceded its practice in the face of corruption and mismanagement by politicians and consequently vowed to later demonstrate greater courage and integrity, it performed no less than that between- 1966-1979 (Raufu, 2003; p. 167).

Conclusion

In conclusion, differences between models and country classification as presented by Hallin and Mancini (2004) in Bruggemann, et al (2014) can be explained by the different approaches but also by the time frames of the two studies: Hallin and Mancini could not draw on the more comprehensive and up-to-date datasets included in the study by Bruggemann, et al. According to the review, the empirical types found in their study represent the status quo, while the original three models reflect long-term historical developments. Bruggemann, et al study, therefore confirms many of the patterns from the three models which shows that media systems are remarkably stable and that the models of Hallin and Mancini, by and large, reflect empirical reality. In the Nigerian situation, the Babangida government, which came into power in 1985 and relinquished it in 1993, was among the most autocratic governments Nigeria. His successor, General Muhammadu Buhari, fared even worse, while that of General Sanni Abacha was brutal, perpetrating heinous crimes against the media and its personnel. With the advent of the Internet, Nigeria's democracy has also witnessed, first, a Bill tagged: *Frivolous Petitions (Prohibition) Bill 2015* otherwise known as Social Media Bill, which was introduced in 2016 during the 8th National Assembly but met heated protests. However, in 2019, the Hate Speech Bill, also known as the National Commission for the Prohibition of Hate Speeches (Est. etc) Bill was

sponsored by SabiAbdullahi, Deputy Chief Whip of the Senate, representing Niger North Senatorial District. How the government will go about regulating the social media space is a million dollar question for future scholars.

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INFLUENCE OF CELEBRITY ENDORSEMENT ON KWASU UNDERGRADUATES' PATRONAGE OF MTN PRODUCTS AND SERVICES

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Abstract

The effectiveness of celebrity endorsement as a persuasion strategy has prompted contending telecommunication operators in the Nigerian economy to engage celebrity promotion in the marketing of their product. This research focuses on the influence of celebrity endorsement on the patronage of MTN product and services in Nigeria by undergraduates of Kwara State University. Using source credibility theory and source attractiveness model, this study adopted survey method, utilizing questionnaire to gather information from 392 respondents. Findings revealed that some attributes such as skills, trustworthiness, credibility, attractiveness of celebrities are likely to influence students' patronage of MTN products and services, though celebrities involved in a scandal may have negative impact on patronage of MTN products and services by customers. However, the study recommended that MTN should endeavor to endorse high profile celebrities that will help boost their brands and also improve patronage.

Keywords: Celebrity Endorsement, Influence, Patronage, MTN, Undergraduate, Lifestyle

Introduction

Companies are in business to succeed. They attain success through covering their operating cost and generating reasonable profit (Arens, 2004). However, businesses cannot succeed or generate reasonable profit unless they are able to capture a large chunk of the available markets. A number of strategies are being adopted by businesses to succeed in a largely competitive market, among which is the use of celebrities to promote their brands. As stated by Shimp (2000), studies found that about 25% of advertisements use celebrity endorsements. Thus, the use of

celebrities on product or service promotion has been considered a vital consideration in a company's success. Generally, with the explosion in mobile phone technology and the upsurge in the number of telecommunication service providers, there has been intense competition in the industry. In order to cope with competition and scramble for customers, there has been series of innovative advertisements to aid recall and ensure consumer loyalty. One major attraction for the telecommunication industry in Nigeria is usage of celebrity advertising endorsements. Scholars such as Chung, Derdenger and Srinivasan (2012), Andreas, Jesper and Mario (2015), Dukumor (2016), Eyitayo (2017), and Thomas and Johnson (2017) argue that the use of celebrity to endorse or market a product/service would foster patronage. Thus, usage of celebrity endorsement has been linked to brand image and customer's patronage.

Today, telecommunication industries such as MTN have become essential part of the lifestyle of the people in the Nigerian society and a major segment of the telecommunication service market is the youth population. As such, undergraduates of Kwara State University patronize differenttelecommunication networks based on services provided or influence of advertising. Since celebrity product endorsement is a major attraction among the telecommunication service providers, a study of the influence of celebrity endorsement on the patronage of MTN services by students of Kwara State University, Malete to test its efficacy on the students' purchase behavior becomes imperative. Thus, this study has two major objectives, namely (a) to find out the influence of celebrity endorsement on KWASU undergraduates' patronage of MTN product and services, and (b) to ascertain the level of influence celebrity attributes have on KWASU undergraduates in the patronage of MTN products and services.

Celebrity Endorsement as Advertising Tool

Advertisers believe that celebrities can influence customers to patronize a product or service (Choi &Rifon, 2007). This explains why many companies are endorsing usage of celebrity as advertising tool to enhance their brand image and patronage. Thus, movie stars, entertainers, athletes, pop-stars and public figures have been engaged by companies as endorsers to promote their products or services (Belch & Belch, 2001).Celebrities have followers which advertisers try to harness for the benefit of their product or service. Since a celebrity can capture the attention of consumers, advertisers believe that the attention they attract may be transferred on the product or service. Celebrities enjoy followership based on their beauty and reliability (Mccraken, 1989). The main task of the celebrity is endorsing a brand by written or spoken testimonial extolling the quality of a product. Sanchez (2004) sees an endorser as a person who undertakes a promotional communication on a product or service.

Kelman (1961) identifies three main dimensions of source characteristics. These are source credibility, source attractiveness (also known as source likeability), and source power. Many studies such as Yilmaz, Telci, Bodur, and Iscioglu (2011), Choi and Rifon (2012) and Subhadip(2012) have been done on

source attractiveness and source credibility as two primary source features for a successful endorsement deal. Advertisements with likeable and credible celebrities are more likely to have positive impact on customer towards a brand than those with poor credibility and likability (Cengz, Eser Telei, Muzaffer Bodur, & Tutku Eker, 2011).

Credibility

Research has shown that consumers regard source credibility as a very important factor in celebrity endorsement (Bhatt, Jayswal& Patel, 2013; Ohanian, 1990) since it has been shown that, as the source's credibility grows, the more likely the target audience is influenced. The credibility of the source depends on the positive characteristics of the communicator, which affect the acceptance of the message by the recipient (Ohanian, 1990). Trust and expertise are the most significant variables in deciding how credible a source is. Expertise is the extent to which communication is known to be a source of valid claims (Hovland, Janis & Kelly (1953). Source expertise is unique to each celebrity and product, which includes experience, knowledge and skills in a specific area (Egan, 2007).

Consumers will not believe in celebrity messages when they do not perceive that they understand what they are speaking about, i.e. that they are specialists in the relevant field of the message that they are passing across (Karmarkar&Tormala, 2010). Research is incoherent in showing a link between source expertise and consumer persuasion, but there are articles showing a strong correlation between source expertise and positive consumer attitude change (Choi &Rifon, 2012). Trustworthiness is just another important aspect of source credibility. It refers to the viewer's confidence in the source to provide information in an accurate and objective manner. This is the level of trust in the origins of the (target) consumer and their degree of acceptance of the message sent to them (Ohanian, 1990).

Egan (2007) explains how different forms of trust occur. There are character-based, process-based and institutional trusts. He defines institutional trust as a kind of trust based on the rule of law and says, for example, that dentists endorse toothpaste because they are deemed credible in doing so. Egan further states that character-based trust includes customers trusting the source as individuals (this kind of trust is important to personal sales and therefore not entirely be applicable to celebrity endorsements), just as he describes process-based trust as the trust that has been built over time (reputation). Many studies affirm the effect of trustworthiness on attitudinal improvement. The opinion of an extremely trustworthy source is known to be more effective than an unrecognized message and a message from a non-reliable source (Ohanian, 1990). Ohanian (1990) concludes that where a source is both trustworthy and an expert, the effect on consumer behaviour is stronger.

Source attractiveness is simply how appealing or visually desirable the source is to the viewer (Choi &Rifon, 2012). Typically, it comes from a customer who identifies with a celebrity or a relationship seeking behaviour that may happen in an aspiring situation (Egan, 2007). Source attractiveness is typically studied in three distinct dimensions-familiarity, similarity and likeness. Egan (2007) claims that consumers could be attracted to goods that celebrities make use of in daily activities

or aspirational conditions that are circumstances in which consumers desire to participate but are not able to participate in their daily lives. Although focus has been placed on the importance of source attractiveness (physical attractiveness) in the literature, a study found that this is important when the product is directly linked to attractiveness such as perfumes (Choi &Rifon, 2012). However, attractiveness is not solely physical attractiveness but it also combines all the qualities that consumers can find in a celebrity endorser, such as skills and lifestyle (Patra & Datta, 2012).

Studies on Celebrity and Customers' Patronage

Several studies have been conducted on the influence of celebrity on consumers' patronage of telecommunication products and services in Nigeria. These include those byAhmed, Seedani, Ahuja and Paryani(2015), Ifeanyichukwu (2016), Zor Bari-Nwitambu and Kalu (2017), Adesokan (2017), Godwin, Victor, Felix and Tochukwu (2017), Udende and Adebowale (2018), and Aririguzoh, Mogaji, and Odiboh (2019). Specifically, the study by Godwin et al (2017) examined the influence of the use of celebrities in MTN Nigeria advertisements among undergraduates of the University of Nigeria Nsukka. The study adopted survey method, with the questionnaire as data collection tool. Its findings revealed that celebrity endorsed advertisements has a substantial influence on customers' purchase intention andrecommendeda scrutiny of celebrity's lifestyle, and establish his/her present social acceptance before endorsement to avoid negative image that could rub on the product.

Study by Abdulbaqi et al (2018) investigated the impact of celebrity endorsement switch (porting) on brand patronage. The study focused on the influence of the switch by 'Saka', a famous comedian on radio and television shows, from endorsing the former 'Etisalat' network now Nine (9) Mobile to advertising 'MTN', a rival network. It adopted survey method through administration of questionnaireon380 respondents at the University of Lagos, Nigeria. The study found that although Nigerian telecommunication subscribers saw celebrities as role models, their usage in advertising as endorsers does not strongly motivate customers to purchase the endorsed product. The study revealed that other factors, such as availability and quality of service provided by telecommunication service providers were among factors that ensure subscribers' loyalty to a particular brand.

Ifeanyichukwu's (2016) study examined the effect of celebrity endorsement on customers'purchase a product. A total of 200 young adults were purposely chosen asresearch respondents and Regression was used to test the study's hypotheses. The study found that celebrities'usage has an influence on young adults in their buying decisions. It was also discovered that theattributes of expertise, respect and attractiveness ofcelebritiesinfluence consumers' purchase decisions. In addition, Aririguzoh et al (2019) examined the effect of celebrity endorsements on buying behavior of consumers' in South West Nigeria. Questionnaire copies were administered to 1,516 residents drawn from rural, suburban and urban areas of Lagos and Ogun, States, Nigeria. The Pearson correlation carried out found strong

relationships between celebrity endorsements and buyers' decisions. The tests show that celebrity endorsements influencerespondents' purchasing intention, though some respondents, especially those in the rural areas, did not report significant influence of celebrities in their purchase decisions, as applicablein urban and sub-urban areas.

Ajewole (2017) investigated the role of celebrity advertising in customer brand loyalty. The study covered a survey of 200 purposively selected respondents, comprising of 79 females and 121 males who were within ages of 16 years and above, and resident in different parts of the Ikeja Local Government Area of Lagos State, Nigeria. The study proposed two hypotheses, and the Ordinary Least Square (OLS) method was used to analyze the data collectedon the SPSS. Finding by the study revealed that the use of celebrities has a significant influence on consumer's perception of advertisement. In addition, in the study by Ahmed et al (2015) onthe impact of **c**elebrity endorsement on the purchasing behaviour of consumers and perceptions of the company's product, the researchers undertook a survey of 200 respondents in different universities to generate data. Finding by the study revealed that celebrity endorsed advertisements are more attractive than non-endorsed advertisements because celebrity-tested attributes showed a positive link to purchaseintention and brand perception among the respondents. The study also found that celebrity endorsement has a significant impact on consumers buying intention.

The study by ZorBari-Nwitambu and Kalu (2017) is on the connection between celebrity endorsement and customer loyalty in the telecommunications industry in Port Harcourt. The researchers surveyed 50 top managers/contact workers of the five major telecommunications companies in Port Harcourt, namely MTNNigeria, Glo, Airtel, 9mobile (previously Etisalat) and Starcomms, to generate data on how a favourite celebrity will influence consumers' preferenceandbrand patronage. Data analysis was carried out with the aid of Correlation analysis with Spearman's rank correlation coefficient (rho) and regression analysis. The study found that celebrity trustworthiness and credibility were have a major influence on customer loyalty in the telecommunications industry. Adesokan (2017) examined the role of celebrities in influencing subscription for MTN Pulse 3.0. Anchored on source credibility theory of reasoned action and the meaning transfer model, the study drew data from 200 respondents. Findings revealed that 62.7% of the respondents did not consider celebrities when making purchasing decisions on MTN Pulse 3.0, although 71.5% perceived celebrities to be credible sources of information. The study confirmed that price, other benefits, social networks, trends and advertisement were other factors that affect respondents' subscription for MTN services.

Source Credibility Theory

The source and credibility theory was propounded by Hovland and Weiss 1951. According to the theory, the perceived reputation of the source of a message dictates how the recipient will respond to the message. Source credibility means that certain attributes of a message source such as expertise, trustworthiness, attractiveness,

experience, and awareness play important role on the influence a message will have on its recipient. The thrust of the source credibility theory therefore, is that the prevalence of certain positive qualities in the communicator of a message will determine the acceptability of such message by the receiver. Goldsmith, Lafferty, and Neweli (2000) argue that source credibility has to do with the extent to which message from a source can be relied upon based on the source propensity to have an impartial opinion on the issue. Thus, it is assumed that the higher the degree of experience of the source on the advertising field in question, the higher his credibility on claims about the product (McCracken, 1989). Expertise as an element of the source credibility model means that the knowledge of the endorser and his experience on the advertised product will influence the acceptability of the product. Thus, substantial knowledge and experience of the endorser on the advertised product, will lead to a favorable disposition of the consumers towards the product (Ohanian, 1990). In the same vein, the higher the trustworthiness of the endorser, the betterthe chances of the advertisedproductto achieve the desirable market results (Schiffman & Kanuk, 2004). The source credibility theory is applicable to this study in view of the fact that it examines how the use of celebrity will influence students' patronage of MTN telecommunication services. Since celebrities are individuals with disparate qualities, which may determine how advertising audiences, subjecting them to the assumption in the source credibility theory, see them will help determine to what extent their attributes influence patronage by the students.

Methodology

The population of this study consists of undergraduates' of Kwara State University, Malete. The total population of undergraduates of Kwara State University was 18,970 according to KWASU Registry Unit (2020). The sample size for this study was calculated using the Taro Yamanne formula and based on the calculation, 392 respondents were used as sample size for the study. Out of the nine Faculties in the Kwara State University, Malete, four Faculties were randomly selected, namely Agriculture, Engineering, Information and Communication Technology and Law. From each Faculty, two Departments were also chosen randomly, from which an available sample was drawn and making eight (8) Departments altogether. From each Department, 50 available respondents cutting across 100 to 500 levels were served with copies of the questionnaire. This method, gave equal chance to members of the sampled population selected for the research (see Wimmer& Dominick, 2011). Respondents were asked if they watch celebrity advertisements on product endorsement in order to have the questionnaire appropriately filled.

The instrument of data collection for the survey was questionnaire. The instrument was used to measure the influence of celebrity endorsement on KWASU Undergraduate patronage of MTN product and services. The questionnaire was divided into two sections and subsections: Section A contained four (4) items on the respondent's demographic variables. Section B contained four items on level of KWASU undergraduates' awareness on usage of celebrities endorsement in MTN

product and services; seven items on attributes of celebrity endorsed MTN product and services that influence KWASU undergraduates' patronage; five items on effectiveness of celebrity endorsement on KWASU undergraduates' patronage of MTN product and services and seven items on perceptions of KWASU undergraduates on the use of celebrity endorsement in MTN product and services.

Reliability test was carried out through a pilot test amongst 30 students of KWASU before administering to respondents. In summary, the reliability analysis for the questionnaire showed that:

Cronbach's Alpha for awareness was found to be 0.517 and consistent

Cronbach's Alpha for attribute of celebrity endorsement was found to be 0.675

Cronbach's Alpha for effectiveness of celebrity endorsement was found to be 0.911

Cronbach's Alpha for perception was found to be 0.731

In analyzing the collected data, Statistical Package for Social Science (SPSS 21.0) was used to present the quantitative data in tables and figures. The study made use of descriptive statistics such as frequencies, charts and percentages to present the data collected. Above all, analysis of the data was carried out using the mean and standard deviation to explain the influence of celebrity endorsement on KWASU Undergraduates' patronage of MTN product and services.

Data Presentation

Table 1 Demographic information of the respondents

Gender	**Frequency**	**Percentage (%)**
Male	194	49.5
Female	198	50.5
Total	**392**	**100.0**
Age	**Frequency**	**Percentage (%)**
16 to 20years	159	40.6
21 to 25years	173	44.1
26 to 30 years	44	11.2
31 and above	16	4.1
Mobile Network in use	**Frequency**	**Percentage (%)**
MTN	212	54.1
9Mobile	5	1.3
GLO	22	5.6
Airtel	26	6.6
More than one mobile network	127	32,4
Total	**392**	**100.0**
Academic Level	**Frequency**	**Percentage (%)**
100 Level	11	2.8
200 Level	77	19.6
300 Level	125	31.9
400 Level	123	31.4
500 Level	56	14.3

Total	**392**	**100.0**

Source: Researcher's Survey data from the field

Results from Table 4.1 revealed that most of the respondents, 198 representing 50.5% were female while 194 representing 49.5% were male. This implies that there are more female students than male students among the respondents. Similarly, the table further presents information on the age distribution of the respondents. The result revealed that majority of the respondents were within the age range of 21-25years, representing 44.1% of the respondents followed by those within 16-20years representing 40.6%. Furthermore, the results showed that respondents within the age range of 26-30years were 11.2% while the remaining 4.1% were or those within the age range of 31 years and above. It can therefore, be deduced that the larger proportion of undergraduates in KWASU surveyed were within the age range of 21-25 years.

Furthermore, information on the mobile network in use among undergraduate students of KWASU was also presented in the Table above which revealed that 212 (54.1%) make us of MTN network only while the remaining subscribe to 9Mobile, GLO and Airtel network respectively. It is worthy of note from the result that a good percentage of the respondents make use of more than one mobile network which represent about 32.4%. Therefore, it implies that majority of undergraduate students in KWASU mostly make use of MTN mobile network but still has other network as the case maybe which could be due to some factors not captured in the study.

Finally, the Table also presents information on the academic level of respondents. The results revealed that majority of the respondents (125, 31.9%) are in their third year in the university. Also, 123 (31.4%), 77(19.6%). 56(14.3%) and 11 (2.8%) are in their fourth year, second year, fifth year and first year in KWASU respectively. It can further be deduced from the result that majority of the respondents who are in 300 level formed the bulk of respondents who participated in the study.

4.2 Answers to Research Questions

Research Question 1: To what extent are KWASU Undergraduates exposed to the usage of celebrities in the promotion of MTN products and services

Table 4.2: Level of exposure

All	**Level of Awareness**	**Frequency**	**Percent (%)**
Are you aware of MTN usage of celebrity endorsement in its advertisement of products and services**?**	Yes	339	86.5
	No	26	6.6
	Not sure	27	6.9
	Total	**392**	**100.0**
Through what medium were you exposed to Celebrity	Radio	4	1.0
	Television	100	25.5

Endorsement of MTN Products and services?	Newspaper	2	0.5
	Internet	74	18.9
	Billboard	11	2.8
	More than one medium	201	51.3
	Total	**392**	**100.0**
How often are you exposed to celebrity advertisement of MTN Products and Services**?**	Regularly	89	22.7
	Once in a while	275	70.2
	Not sure	25	7.1
	Total	**392**	**100.0**
MTN advertisements you have seen that featured celebrities	MTN Pulse advert	56	14.3
	MTNSaka I don port advert	44	11.2
	MTN Extra value "just for you" advert	4	1.0
	MTNSaka and the awoof tale advert	32	8.2
	More than one advert	172	43.9
	Others	84	21.4
	Total	**392**	**100.0**

Source: Researcher's Survey data from the field

Table 4.2 presents the frequency distribution of respondents based on their level of awareness and the extent to which they were exposed to the usage of celebrity endorsement in MTN product and services. It revealed that 86.5% of the respondents were aware of MTN usage of celebrity endorsement in its advertisement of products and services while the remaining few respondents were either unaware or not sure. Also, on the medium by which undergraduate students of KWASU got exposed to celebrity endorsement of MTN products and services, the study revealed that most students either got endorsement news and gist through Radio, Television, Newspapers, Billboard and or even Internet but the most prominent from the result was Television representing 25.5%. However, the result showed that a larger percentage of students of about 51.3% got information through more than one medium.

Furthermore, on the frequency of how KWASU undergraduate students were exposed to celebrity advertisement of MTN Products and Services, the study revealed that 275 students were exposed to celebrity advertisement once in a while, representing 70.2%, 89 or 22.7% regularly and 25 or 7.1% were not sure. This indicates that less than a quarter of the respondents were exposed to celebrity advertisement of MTN Products and Services regularly. Finally, on the MTN advertisements that have featured celebrity, the study found that most of KWASU undergraduate students had seen celebrities featured in more than one advertisement, representing 43.9%, while other advertisement that featured celebrities like MTN Pulse, MTNSaka I don port advert, MTN Extra value "just for

you adverts and many other advertisements were all identified as advertisement that featured celebrities by MTN Mobile network.

In summary, it could be concluded that KWASU undergraduates were very aware of celebrity endorsement of MTN products and services, even though the exposure was not regularly and this was made possible through several medium such as Television, Radio, Internet, and Billboard.

Research Question 2: How much influence does celebrity attributes have on KWASU undergraduates' in the patronage of MTN product and services?

Table 4.3: Level of influence of celebrity attributes

Attributes of celebrities that influences patronage of KWASU undergraduates	**SA**	**A**	**U**	**D**	**SD**	$\overline{X}$	**SD**
Trustworthy celebrities have greater potentials in influencing me to patronize MTN products or services	161 (41.1%)	184 (46.9%)	28 (7.1%)	18 (4.6%)	1 (0.3%)	2.67	.856
I may be influenced to patronize MTN products or services by celebrities who demonstrate special skills in a known area	126 (32.1%)	205 (52.3%)	28 (7.1%)	28 (7.1%)	5 (1.3%)	2.19	.743
Celebrities who possess expertise in a given field may influence me to patronize MTN products or services	117 (29.8%)	185 (47.2%)	40 (10.2%)	44 (11.2%)	6 (1.5%)	2.40	.073
Celebrities who have extraordinary lifestyle may influence me to patronize MTN products or services	123 (31.4%)	167 (42.6%)	61 (15.6%)	37 (9.4%)	4 (1.0%)	2.10	.797
I may be motivated to patronize MTN products or services by celebrities who are very attractive	135 (34.4%)	175 (44.6%)	41 (10.5%)	33 (38.1%)	8 (2.0%)	2.53	.810
Celebrities that exude confidence in all that they do may influence me to patronize MTN products or services	153 (39.0%)	180 (45.9%)	41 (10.5%)	14 (3.6%)	4 (1.0%)	2.53	.810
Celebrities who are adjudged to be credible may influence me to patronize MTN products or services	108 (27.6%)	186 (47.4%)	56 (14.3%)	38 (9.7%)	4 (1.0%)	2.53	.810

Source: Researcher's Survey data from the field

Table 4.3 contains information on some of the attributes that influence KWASU undergraduate students to patronise MTN products and services. The result revealed that 88% of the respondents believed that trustworthy celebrities have greater potential in influencing students' patronage of MTN products and services, while

the remaining few respondents either disagreed or were undecided about the claim made. In addition, the result showed that 84.45 of the respondents believed that they might be influenced to patronize MTN product or services based on celebrities who demonstrate special skills in a known area. Similarly, the result also revealed that 77% of the respondents agreed that celebrities who demonstrate expertise in a given field might influence them to patronise MTN product or services.

More so, 74% of the respondents agreed that celebrities who have extraordinary lifestyle may influence them to patronize MTN products or services, while another 79% of the respondents agreed that they may be motivated to patronize MTN products or service based on the attractiveness of celebrities. Finally, the result revealed that 84.9% of the respondents agreed that celebrities that exude confidence in all they do might be able to influence them to patronise MTN products or services while 75% of the respondents also agreed that celebrities who were adjudged crediblemight also influence them to patronise MTN products or services.

In summary, it may be concluded that some attributes such as trustworthiness, special skills, extraordinary lifestyle, expertise, attractiveness of celebrities may positively influence Undergraduate Student's patronage of MTN products or services.

Research Question 3: What level of influence does celebrity endorsement have on KWASU undergraduates' patronage of MTN products and services?

Table 4.4: The level of Influence of celebrity endorsement on patronage

Influence of celebrity endorsement on patronage	SA	A	U	D	SD	$\overline{X}$	SD
I find the use of celebrity endorsement of MTN products and services effective	116 (29.6%)	170 (43.4%)	63 (16.1%)	42 (10.7%)	1 (0.3%)	2.67	.856
Celebrity endorsement motivates me to patronize MTN products and services	116 (29.6%)	196 (50.0%)	39 (9.9%)	37 (9.4%)	4 (1.0%)	2.19	
Celebrity endorsement gets me psychologically attached to MTN Products and services	125 (31.9%)	155 (39.5%)	55 (14.0%)	41 (10.5%)	16 (4.1%)	2.40	.073
My identification with a particular celebrity that endorsed MTN products and services makes me remember MTN always	145 (37.0%)	161 (41.1%)	41 (10.5%)	31 (7.9%)	14 (3.6%)	2.10	.797
I think positively of MTN products and services due to celebrity endorsement	141 (36.0%)	183 (46.7%)	37 (9.4%)	24 (6.1%)	7 (1.8%)	2.53	.810

Source: Researcher's Survey data from the field

Table 4.4 contains information on the level of Influence of celebrity endorsement of KWASU undergraduate's patronage of MTN products and services. The study revealed that 73% of the respondents agreed that the use of celebrity endorsement

of MTN product was very effective, while 79.6% of the respondents agreed that celebrity endorsement motivated them to patronize MTN product and services. Also, 79.45 of the respondents agreed that celebrity endorsement psychologically attracted them to MTN products and services while 78.1% of the respondents agreed that identification with a particular celebrity endorsed by MTN mobile network enhanced their attachment to MTN. Finally, 82.7% of the respondents agreed that their positive knowledge of MTN product was based on celebrity endorsement.

In light of the above result, it can be deduced that the use of celebrity endorsement by MTN product and services enhances or influences KWASU undergraduate students' patronage positively. Furthermore, it can also be concluded that celebrity endorsement motivates KWASU undergraduates to patronize MTN products and services and allows them think positively of the brand.

Discussion of Findings

On the level of KWASU students' exposure to MTN adverts, the study found that students were aware of MTN usage of celebrity endorsement in its advertisement of products and services and most students either get endorsement news and gist through Radio, Television, Newspapers, Billboard and or even Internet but the most prominent from the result is Television. or through more than one medium. Majority of the students were exposed to celebrity advertisement occasionally and celebrity has featured in more than one advertisement. This finding corroborates that of Okorie and Kehinde (2015) that the effectiveness of advertising is linked to how well advertisings from an organization serve the intended function by using various statistics or metrics to measure their advertising effectiveness. Such metrics may be used for all kinds of advertisement, including television, radio, direct mail, internet and even advertisements on billboard.

In determining the specific attribute of celebrity endorser of MTN product and services that influence KWASU undergraduates' patronage, it was revealed trustworthy that celebrities have greater potential in influencing students' patronage of MTN products and services. This corroborates findings by Hassan and Jamil (2014); Silvera and Beneditkts (2003); Ohanian (cited in Ibok, 2013); Till and Busler (1998), who suggest that credible sources tend to create the desired influence on the audience.

Meanwhile, on the level of influence of celebrity endorsement of MTN product and services on KWASU Undergraduates' patronage, the study showed that use of celebrity endorsement in the promotion of MTN products and services motivates students' patronage of MTN product and services. Contrary to this finding however, Abdulbaqi, Udende and Adebowale (2018) submit that although the Nigerian telecommunication subscribers see celebrities as role models, their use in advertising campaigns as endorsers does not strongly motivate them to purchase the endorsed product.

Conclusion

The study has shown that since marketers endorse celebrities in advertisements as a tool to attract essentially new customers and to retain the existing ones to increase their sales and change the viewpoint of the customers regarding their brand, or to positively influence their buying behavior, using celebrities in advertisements is essential. In order to successfully address the issue of patronage, it is important to note that celebrity endorsed advert has a significant influence on customers' purchase intention. Therefore, continuous use of celebrity endorsed advertisements are more desirable than non-endorsed advertisements because celebrity tested attributes revealed a link and or connection to celebrity endorsement by various brands and purchasing behavior/ brand perception of products and services. However, the lifestyle and attributes of celebrity to be endorsed represent key factors that must be considered when choosing a celebrity to endorse a product or services. Thus, consequent on the findings of the study, it could be concluded that the celebrity endorsement has great potentials at enhancing students' awareness of a brand as well as patronage of MTN products and or services or any brand at all. Based on this, the study recommends the need for proper scrutiny of a celebrity's lifestyle and the present social acceptance before endorsement to avoid any backlash that could have negative effect on a product or service. It is also important that MTN endeavor to endorse high profile celebrities that will help boost their brands and improve patronage. In addition, management of MTN mobile network and other telecommunication industry should also try to consider some attributes such as attractiveness of a celebrity, life style, trustworthiness, skills, expertise when endorsing a celebrity for their products and service. By so doing, young people who are potential customers for mobile network would be motivated and will do their best to patronize a brand for higher return.

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X-RAYING THE INFLUENCE OF MEDIA PROGRAMMES IN ENVIRONMENTAL SANITATION AND WASTE MANAGEMENT SCHEME ON THE HEALTH BEHAVIOUR OF ENUGU RESIDENTS

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Abstract

In virtually all societies in the world, lack of sanitation and hygienic practices affect the health and economics of the people. Open defecation and indiscriminate waste disposal are some of the major unsanitary practices in emerging metropolitan cities like that of Enugu, South East Nigeria. A state, with the city centre characterized by high population density, small size homes, inadequate ventilation and little sunlight getting into the houses, improving environmental health in this situation is an important consideration. The sustainability of the environment is one of the Millennium Development Goals. Accordingly, the process of making people follow good sanitation and hygienicpractices is still a challenge for most nations. The negative attitude of people towards their environment and sanitation in particular is because there is a lack of awareness on sanitation matters. An effective hygiene education cancontribute to creating awareness, understanding and behavior change on environmental sanitation. This is the rational for the study. Survey method was adopted, while questionnaire and interview were used to collect quantitative and qualitative data respectively. Data analysis shows that when there are regular enlightenment campaigns on environmental sanitation, solid waste management and other environmental issues, the broadcast media are capable of influencing or stimulating responsible environmental behaviour. The researchers however concluded that the media cannot compel people to change but can set the agenda for change towards environmental friendliness, conscious and healthy living. Among other things, it was suggested that environmental communication be incorporated into the school curriculum at all levels in order to build a generation of environmentally conscious citizens

Keywords: Influence, Sanitation, Waste Management, Media Programmes, Health Behaviour

Introduction

Health education is the part of healthcare that is concerned with promoting healthy behaviour. The behaviour of the population or citizen may be the main cause of a health problem, but it can also be the main solution. Community health education, according to World Health Organization (2020) is needed when a problem affects many people in a community and the organization of a health campaign can be planned to promote knowledge, skills, attitudes and values relating to particular health issues.

Environmental health comprises those aspects of human health, including quality of life, that are determined by physical, chemical, biological, social and psychological factors in the environment. It also comprises diverse areas including water management, infectious disease control and health education. Environmental health is the branch of public health that focuses on the relationships between people and their environment; promotes human health and well-being; and fosters healthy and safe communities. Environmental health is a key part of any comprehensive public health system. The field works to advance policies and programs to reduce chemical and other environmental exposures in air, water, soil and food to protect people and provide communities with healthier environments (American Public Health Association, 2021).

Georges Benjamin, the Executive Director of American Public Health Association stated that:

Many communities lack access to nutritious, affordable food; are denied safe places to walk and exercise; or live near polluting factories. The health risks for these families are greater. We support research and action to help ensure healthy environments for all. (American Public Health Association, 2021).

Very unfortunately, there is observed poor sanitary condition of people in various communities, cities and urban metropolis like Enugu. From poor waste disposal to unhygienic environmental conditions, there is this negative attitude towards their health and environment. Most often, people do not have good toilet facilities. Hence, they resort to open defecation. This has been met with some challenges, with some people claiming that the use of toilets is unhygienic, that open defecation iscleaner, while water scarcity and need for high initialcapital are other reported problems..

It is believed that effective hygiene education has thepotential to contribute to both understanding and improved behavioral practices. It is important to notethat better facilities alone rarely change people'shygiene behavior (UNESCO, 2010). People changetheir behavior when they are suitably motivated.

In cities, where standard of living is high, there is usually a higher waste output compared to rural areas. The available statistics shows that, although the municipal

solid waste generation in the developingcountries is still low per-capita compared to that in the developed countries, the developing countries account formore disproportionately high share of the world's solid waste generation relative to their share of world'sincome (Afroz*et al*., 2009).

Altaf and Deshazo (1996) in Senkoro (2003) indicated that for many African countries, only less than 30% of the urban populationhas access to proper and regular garbage removal. The typical problems are ―low collection coverage and irregular collection services, crude opendumping and burning without air and inefficient water pollution control, the breeding of flies and vermin, andthe mishandling and uncontrolled informal waste picking or scavenging activities (Bartone, 1995).

Though sanitation is gaining momentum, most people in Enugu still lack the basic health information and therefore, need to be providedwith sanitation facilities. Hence, there is a pressingneed to study the awareness level and prevailing media campaigns strategies that are used in influencing health behavior (sanitation and hygiene) of the people in Enugu State.

In every society, Nigeria in particular, lack of sanitation has led to the outbreak of diseases, which sometimes lead to epidemics. The diseases associated with poor sanitation related closely with poverty, while children alone account for about 10% of the global burden of disease, Prüss-Üstün*et al* (2008). At any given time close to half of the urban populations of Africa, Asia, and Latin America have a disease associated with poor sanitation, hygiene, and water.

Health promotion programmes attempt to induce changes in health-related behaviour to prevent diseases which come as a result of deficient sanitation and poor hygiene. These diseases are responsible for 7% of all deaths (Curtis *et al*, 2001; Mara, 2003).

Statement of the Problem

Solid waste management problem has become a major concern in an industrialized developing country like Nigeria and in Enugu State in particular, considering the high growth-rate of population and industrialization in the emerging cities. It was based on this that the Enugu State government, through the State's Ministry of Environment established the Enugu State Waste Management Authority (ESWAMA) to develop and implement policies on the management of solid and liquid wastes that would promote the health and well-being of the people.

Some people who were recently arraigned in the Environmental Court for waste-disposal related offences laid claims to 'lack knowledge' of where and how to properly dispose or manage their wastes.

It is in this regards that this study seeks to investigate and examine how the media campaign strategies being employed by the Waste Management Agency (ESWAMA) have influenced the health behavior of Enugu residents towards improved waste management, health safety and overall standard of living.

Objectives of the Study

The study specifically seeks, among otherthings to:

1. Examine the exposure level of Enugu State's residents to ESWAMA's media enlightenment campaigns on Environmental Sanitation and solid waste management.
2. Assess the frequency of ESWAMA's media enlightenment campaigns on Environmental Sanitation and solid waste management.
3. Ascertain if exposure to ESWAMA's media enlightenment campaigns have influenced the health behavour of Enugu people towards improved waste management, health safety and overall standard of living.
4. To understand theexisting ESWAMA's communication strategy and to suggest most viable strategy needed to address sanitation/waste management behaviour with suggestive tools, methods andmaterials for various stakeholders.
5. Determine Enugu State residents' attitudes to towards Environmental Sanitation and solid waste management.

Research Questions

Research questions, drawn from the study objectives were raised. The following questions were our guide for the study:

1. To what extent have Enugu State's residents exposed themselves to ESWAMA's media enlightenment campaigns on Environmental Sanitation and solid waste management?
2. To what extent has ESWAMA frequently promoted media enlightenment campaigns on Environmental Sanitation and solid waste management?
3. To what extent has exposure to ESWAMA's media enlightenment campaigns influenced the health behavour of Enugu people towards improved waste management, health safety and overall standard of living?
4. What are theexisting communication strategiesadopted by ESWAMA in promoting Environmental Sanitation and solid waste management?
5. How do Enugu State residents' feel about Environmental Sanitation and solid waste management?

Research Hypotheses

The researchers formulated and tested the research hypothesis hereunder stated:

Hypothesis Four

H_1: Positive attitudes of Enugu residents towards improved waste management, health safety and overall standard of living depend on influence of ESWAMA's media enlightenment campaigns.

H_{o1}: Positive attitudes of Enugu residents towards improved waste management, health safety and overall standard of living do not depend on influence of ESWAMA's media enlightenment campaigns.

Scopeof the Study

The study is primarily concerned with the '*Evaluation of Environmental Sanitation Media Programmes on the Health Behaviour of Enugu State Residents'*.

Hence, the study has the Enugu urban as the scope. To this end, the scope of the study covered the residents of Enugu State who not only generate waste, but also have exposure to various media channels that have been adopted by ESWAMA in her media enlightenment campaigns on Environmental Sanitation and solid waste management.

Literature Review

The literature review is structured and arranged in three parts – conceptual review, theoretical framework and empirical review, which form the nucleus of the contents.

Conceptual Review: Waste Management in Enugu State

Waste management is a conduit at the cross roads of inputs from producers, users and outputs to environmental compartments, with the overall goal to clear the residues and reutilize cleared materials and natural resources. (Science of the Total Environment, 2015). In Nigeria, solid waste problem started with the rapid increase in urban growth resulting partly from the increase in population and more importantly with the increase in its immigration status (Egunjobi, 1996). There is no town in Nigeria can boast of having found a lasting solution to the problem of filthy and huge piles of solid waste, rather the problem continues to assume monstrous dimensions (Okpala, 2002). To urban and city dwellers, public hygiene starts and ends in their immediate surrounding and indeed the city would take care of itself.

The situation has so deteriorated that today the problem of solid waste has become one of the nation's most serious environmental problem.

Waste management in Enugu State and the city in particular is becoming an increasing daily problem and a complex task. The Enugu state waste management agency (ESWAMA) was established to develop and implement policies on the management of solid and liquid wastes that would promote the health and well-being of the people.

To this end, ESWAMA has the responsibility to ensure effective and efficient collection, removal, treatment and disposal of all kinds of wastes. It also has a mandate to check the illegal dumping of refuse at roadsides, enclosures, streams in neighborhoods and in drains. The agency is further empowered to prosecute defaulters of sanitation laws, while providing waste management facilities. The state's sanitation laws compel residents to cooperate with ESWAMA in efforts to keep the environment clean. This they are required to do by cleaning up their environment, bagging wastes and disposing them at nearby designated dumpsites. The residents are also required to pay approved sanitation rates through designated banks in various zones.

In Enugu, human activities have generated waste in various forms in gaseous (abattoirs), liquid andsolid. The areas that are more susceptible to the endemic problem are areas within the Enugu metropolis of Abakpa-Nike, Trans-Ekulu, Ogbete market, New Market, Obiagu, Achara layout owing to the highly populated nature of the areas.In most parts of Enugu urban, there are no public facilities for

disposing refuse within reasonable distance, dumpsites or waste bins are non-existent and in locations where dumpsites are made available, they are observed to overflow with refuse within few hours of disposal due to the rate of waste generated by populace within the area constituting health hazards.

Recently, the Government of Enugu State of Nigeria adopted different methods of solid waste disposal. One time, the incinerator machines were used and recently solid waste conversion vehicles are used and yet solid waste still constitute a major health hazard in the Enugu Urban. It is believed that the refuse disposal vehicles are insufficient to cover their designated areas.

Communication and Waste Management

Studies have shown that communication has helped to promote environmental friendly behaviour. Barr (2003, p.43) had observed greater knowledge of environmental principles, attitudes and theories of waste reduction through communication to enhance individual's ability to participate in solid waste management.

Environment communication consists of all forms of communications to keep the public enlightened about and aware of environmental issues and trends. It is on this premise that Nwodu (2004) defines environmental communication as a "conscious communicative effort to bring people to the knowledge of environmental problems around them; encourage them to desist from actions that are harmful to the environment and sensitize them to show greater commitment to activities aimed at safeguarding the environment".

The role of communication in solid waste management and environmental sanitation becomes imperative, when one views these variables within the frameworks of human attitude and behaviour. Such roles, as highlighted by Rim Rukeh and Ogbemi (2007, p.241) are to raise awareness in environmental issues and itcan be used to promote responsible environmental behaviour, especially for solid waste management. Inaddition, it enables government and its agencies to know areas where solid waste management needs serious andurgent attention within the environment.

Communication can therefore be used to influence people's dispositions for a friendly environment. Although, mass communication messages may not change existing deep rooted attitudes but may ratherinfluence it. The ultimate goal is to activate public efforts towards behavioural change in environmentalmanagement.

Behavioural change for environmental management may sometimes require consistent and systematicapplications or activities to achieve desired goals. This may be achieved through public enlightenmentcampaign. A campaign, as Nwabueze (2007, p.56) puts it, "is the planning and coordination of series of consistentactivities aimed at achieving a central objective". In this wise, environmental communication campaign entails theadoption of specific steps towards an environmental objective. The essence is to bring behavioural change, andinculcate an environmental friendly attitude or culture in people. Environmental campaigns could be pursuedusing different media like radio and television.

Broadcast media enlightenment campaigns on solid waste management and environmental sanitation can come in any form of: radio jingles, television commercials, main news bulletin, public service announcement, health programmes and so on.Bothmedia (radio and television) are effective environmental communication tools which could be used to raisepublic awareness and consciousness towards environmental concerns with a high degree of effectiveness.

It is instructive to note that the degree to which the broadcast media devote airtime to environmentalnews also affect people's attitudes towards the environment. As it were, heavy dependency and exposure to the media tend to shape people's beliefs and perceptions about various issues of life. Individualexposure to a greater amount of environmental news is more likely to show concern with environmentalmanagement.

Empirical Review

Empirical findings abound. Duan and Fortner (2005, p.30) found thatstudents possessed high environmental awareness and knowledge of local environmental issues than globalenvironmental issues. In a similar study in Abeokuta, Ogun State, Babayemi and Dauda's (2009, p.85) result showed that the level of awareness of waste collection services and waste management regulations wererelatively high but indiscriminate solid waste disposal methods was higher. The findings also indicated that thepropensity for waste management practice differ by age.

Researchers have shown that an individuals' perception of the environment could affect their attitudestowards it (Rim-Rukeh and Ogbemi, 2008; Babayemi and Dauda, 2009; Ifegbesan, 2009; Ogwueleka, 2009; Macawile and Sia Su, 2009). For example, attitudes and perceptions appear to affect both inhabitantsandauthorities regarding solid waste management in Nima, Ghana (Freduah, 2004, p.10). Freduah argued thatperceptions and attitudes are learned response sets and can therefore be modified or changed through education.

The study showed that as high as about 74% of the respondents did not educate their households on the need toclean the surroundings. He believes that the perpetual creation of the awareness on the need for household headsand well informed members to educate their household on basic issues on sanitation may help curb the problemof solid waste. Folarin (2005, p.88) says perceptions "depend on a complex of variables such as psychologicaldisposition, past experience, cultural expectations and social relationships". Individuals tend to perceive and thendecode communication messages in the light of their previous experience and current dispositions of needs, moods and memories. People's perception canbeinfluenced by wants, needs, attitudes, and other psychological factors. Perception leads to attitude. Theinfluence of perception describes how a person views himself and the world around him and how this tends togovernbehaviour. In this wise, individuals' perception of the environment will influence the cultural values, responses, and success of the solid waste management system (Longe et al., 2009, p. 202). The effect of attitude onperception can be demonstrated in the way people manage their environment.

Fakere, Fadiro and Oriye (2012, p.885) have investigated health hazards and their causative factors asregards solid waste problems. In their study of domestic waste management and urban residential environment inAkure, Nigeria, found that the most prevalent disease caused by solid waste problems was malaria. This accounted for 29.6% of all the diseases. Others in their order of magnitudes include typhoid fever, accounting29.3%, diarrhea, accounting for 20.1%, measles accounting for 11.5%, cholera accounting for 9.2% anddysentery at 6.4%. Their identified causative factors include inadequate sanitary services (57.4%), poor watersupply (14.4%), unkempt environment (14.8%), overcrowding (12.2%) poor drainage system (0.9%).

Theoretical Framework

Thisresearch was anchored on the Planned BehaviourTheory.The Theory specifies the nature of relationships between beliefs and attitudes. Thistheory as propounded by Ajzen and Fishbein (1980, in Ifegbesan, 2009, p.202) is based on the assumption thatindividualbehavioural intentions are directly related to their attitudes. The theory also states that what an individual does is determined by personalmotivation which is determined by attitude, beliefs, social support and perceived behavioural control. The theory of planned behaviour is thus a very powerful and predictive model for explaining humanbehaviour. People's evaluations of, or attitudes towards behaviour are determined by their accessible beliefsabout the behaviour, where a belief is defined as the subjective probability that the behaviour will produce acertain outcome.

Studies have used the theory of planned behaviour as a framework not only good for understanding, explaining and predicting behaviours, but also to provide a useful guide for designing intervention strategies tochange or maintain behaviour (Agata and Agata, 2003 and Ifegbesan 2009). The theory of planned behavior has been widely used in environmental behaviour research to predict a person’s intent to participate in aspecifiedbehaviour (Gamba and Oskamp, 1994). It explains thatpeople’s perceptions of the environment are related to their actions. Attitude towards the environment can be influenced by environmental news.

The communication media are expected to enlighten the residentson positive attitudes towards the environment. With consistent campaigns on waste management and environmental sanitation, one’s beliefs and attitudescan be planned or changed in such a way that wastes can be reduced. The media campaigns canawaken individuals’ interest to adopt a responsible behaviour towards waste management and environmental sanitation. For example, whenever the mediainform us of the effects of not managing our wastes properly, they are equally educating us to take decisive stepson waste management.

Research Methodology

In accordance with the general and specific research objectives, the researcher adopted the Explanatory mixed Method Design.

The people sampled werethose who have exposure to ESWAMA's media campaigns on waste management and environmental sanitation in Enugu State. The State has a population of *3,796,684*(2011 Projected Estimates) based on the 2006 Population and Housing Census.

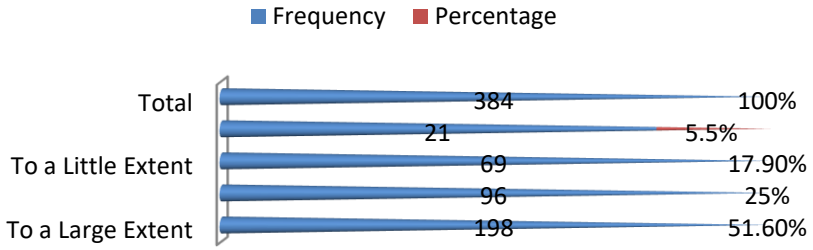
The researchers used the Wimmer and Dominick online calculator to take a representative sample size of 384 out of the 3,796,684 research population. To ensure a fair distribution of the questionnaires based on the population distribution of people across the 17 Local Government Areas, the researchers did a proportional allocation using the population strengths of each 17 Local Government Areas. This is presented on the table below.

As a result of the nature of the study and the research design adopted, the researchers used questionnaire and interview guide as measuring instruments. These instruments were considered very appropriate because they helped to generate data for quantitative and qualitative analysis which are very expedient in addressing the objectives of the study.

The generated quantitative data were collated, presented and analysed using tables and charts.

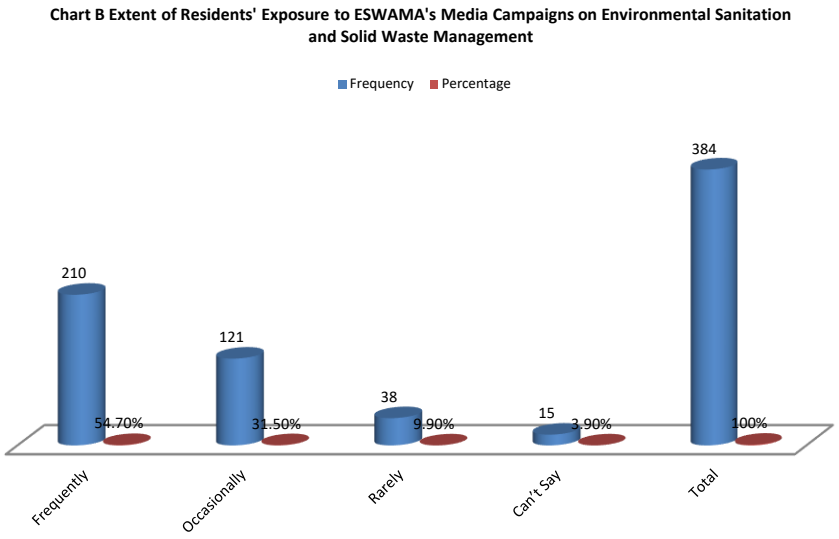
Data Presentation

Chart A: Extent to which ESWAMA has frequently promoted media Campaigns on Environmental Sanitation and Solid Waste Management



Source: *Field Data, 2020*

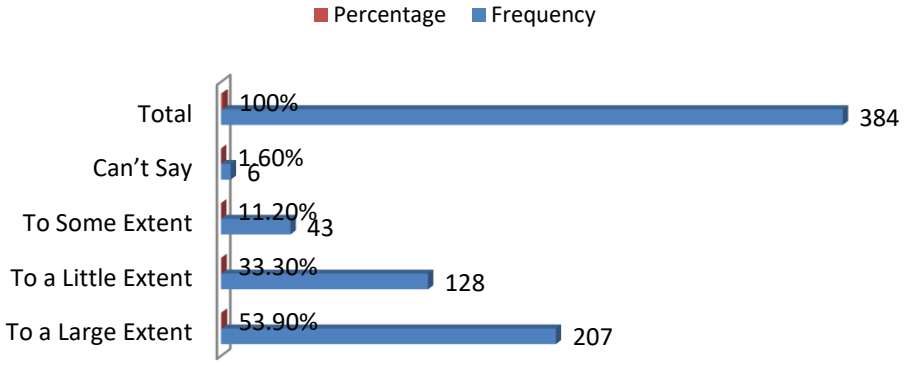
Research data presented on *Chart B*show that 198 representing 51.6 percent of the respondents agreed that to a large extent, ESWAMA has frequently promoted media enlightenment campaigns on Environmental Sanitation and solid waste management.96 or 25 percent say ESWAMA has to some extent been promoting Environmental Sanitation and solid waste management campaigns in the media. However, 69 representing 17.9 percent believe ESWAMA has to a little extent been promoting Environmental Sanitation and solid waste management campaigns. 21 representing 5.5 percent of the respondents were undecided.



Source: *Field Data, 2020*

Collected research data as presented on *Chart C*indicate that 121 representing 55.7 percent of the respondents agreed that they are frequently exposed to ESWAMA media enlightenment campaigns on Environmental Sanitation and solid waste management.121 or 31.5 percent say they have occasionally been exposed to the campaigns; 38 representing 9.9 percent claimed they rarely expose themselves to ESWAMA's media enlightenment campaigns on Environmental Sanitation and solid waste management. 15or 3.9 percent of the respondents were undecided.

Chart C: Extent to which Exposure to ESWAMA's Media Campaigns influenced health Behaviour of Enugu State Residents



Source: *Field Data, 2020*

Research data as presented on *Chart D*indicate that 207 representing 53.9 percent of the respondents agreed that to a large extent, their exposure to ESWAMA's media enlightenment campaigns have positively influenced their health behavour towards improved waste management, health safety and overall standard of living; 128 or 33.3 percent say their exposure to ESWAMA's media enlightenment campaigns have positively influenced their health behavour to a little extent; 43 representing 11.2 percent claimed they have been influenced to some extent, while 6 representing 1.6 percent of the respondents were indifferent.

Discussion of Findings

Data presented on *Chart A* indicate that 92 representing 23.9 percent of the respondents are very much concerned about their environment. 267 or 69.5 percent say they are not concerned, believing that it is the responsibility of Government to care for Environmental Sanitation and manage solid waste; however, 25 representing 6.5 percent were indifferent. Additionally, responses from the interviews showed that attitudes of Enugu residents to Environmental Sanitation and manage solid waste were poor. Many of the interviewees (8) believe that residents' attitude to Environmental Sanitation and manage solid waste was poor while two (2) of the respondents believe that peoples' attitude has improved when compare to the past.

In all, a positive change in the behaviour of the public towards Environmental Sanitation and management ofsolid waste depends on not only regular enlightenment campaigns by the broadcast media but serious personal effort. The media, it is believed, may influence people's beliefs, opinions and perceptions but attitude and behaviour towards Environmental Sanitation and management ofsolid waste are determined by people's ability and willingness to accept change or innovation. Individuals are the agent of change. Change only comes when the willingness is there.

Results obtained from programmes schedule of the broadcast media which showed that environmental programmes in all the stations in Enugu were very poor when compare to other categories of programmes like social and entertainment or religious programmes contradicts this research finding. The implication is that knowledge and attitude are two indicators for Environmental Sanitation and solid waste management. While respondents were aware of thebroadcast media enlightenment campaigns on solid waste management, the interview conducted showed that attitudes of residents in their neighbourhood to solid waste disposal were poor.

Studies have revealed that although, awareness and knowledge on environmental issues may be high, attitude towards Environmental Sanitation and solid waste management campaigns may be poor (Raudsepp, 2001:357; Babayemi and Dauda, 2009, p.86; Ifegbesan, 2009, p.210). This also implies that awareness and knowledge are not the only prerequisites for responsible environmental attitude but also motivation, age factor, education and environmental commitment (Kalantari and Asai, 2009, p.310).

The result above is, however, contrary to the findings of Ibrahim and Babayemi (2010, p.50). Using 927 undergraduates of the University of Ibadan, their results indicated a low levelofenvironmental knowledge and attitude with 68.7% and 54.2% scoring below the mean, respectively. This percentage of respondents can be arbitrarily referred to as possessing unhealthy knowledge of environmentalism.

The broadcast media in Enugu State have carried out public awareness campaigns onEnvironmental Sanitation and solid waste management. This explains that communication is important in managing environmental sanitation and solid waste management. Research data as presented on *Chart D* indicate that 207 representing 53.9 percent of the respondents agreed that to a large extent, their exposure to ESWAMA's media enlightenment campaigns have positively influenced their health behavour towards improved waste management, health safety and overall standard of living; 128 or 33.3 percent say their exposure to ESWAMA's media enlightenment campaigns have positively influenced their health behavour to a little extent; 43 representing 11.2 percent claimed they have been influenced to some extent, while 6 representing 1.6 percent of the respondents were indifferent.

This result also confirms the findings reached in other studies. Macawile and Sia Su (2009, p.64) noted that a conscious effort through communication is required to incorporate interests in environmental sanitation and solid waste management. Similarly, Kalantri and Asadi (2010, p.319) believe that a proper focused information campaign is necessary to raise the level of people's knowledge about the environment and form the consciousness that could motivate people to act in favour of environmental management. From the responses obtained from those interviewed the ESWAMA's campaigns through the broadcast media have contributed towards environmental sanitation and solid waste management.

As one of the interviewees (Oleka) puts it, "the media like ours, time and time again, have tried to informand educate the people to do the right thing by telling them to stop dumping wastes in gutters. It is not easy tochange people's mind set".Research data as presented on *Chart D* also strengthens the above finding.

One of the focal points of this study was to ascertain if positive attitude or behaviour towards environmental sanitation and solid waste management was depended on influence of ESWAMA's media enlightenment campaigns. Given the valueswhereχ2 cal (4.814) is > χ2 tab values (.3050), Ho was rejected and H1 was accepted and, it was concluded that positive attitude towards environmental sanitation and solid waste management depended on the enlightenment campaigns. However, this must beon a regular basis for influence of the campaigns by the broadcast media on environmental sanitation and solid waste management for positive public behaviour change to take place. By implication of this result, there is therefore a significant relationship between enlightenment campaigns on environmental sanitation and solid waste management by the broadcast media and positive attitude towards environmental sanitation and solid waste management.

Summary of Findings

Basically, the uniqueness and distinction of this study from other studies in the field of health communication, solid waste management media campaignsis the application of the broadcast media to solid waste management for responsible environmental behaviour. Specifically, this study has added to the body of knowledge in the followingways:

1. From the various findings in this study, attitude is everything; self-consciousness towards the environment is the first step towards environmental management. The need for public attitude towards the environment or solid waste management can be achieved with regular enlightenment campaigns by the broadcast media.
2. This study, through interviews conducted with station managers reveal that radio jingles, television commercials, news bulletins and documentaries on television are better communication strategies that can be used to reach the public to promote positive environmental attitude.
3. It has been shown in the literature by various authors that communication is important for attitudinal change. Regular enlightenment campaigns by the broadcast media can bring about positive change.
4. When the dangers and negative effects of improper waste disposal and unhygienic environment to human health is projected by the broadcast media through their health campaigns, positive change of attitude towards the environment is expected.
5. Invariably, the study has added to other studies in environmental and health communication in general, and specifically to environmental sanitation and waste management.
6. Programmes in local languages and Pidgin English can be done to promote publicattitude towards environmental sanitation and solid waste management.

Conclusion

Based on analysis and review of literature, the researchers make the following informed conclusions:

1. The media cannot compel people to change but can set the agenda for change towards their environment.
2. Environmental sanitation and solid waste problems can be best managed by modifications of human behavioural patterns by developing responsible environmental behaviour. That is, responsible environmental attitude, as influenced by the media is the best approach to environmental sanitation and solid waste management.
3. When there are regular enlightenment campaigns on environmental sanitation and solid waste management and other environmental issues, the broadcast media are capable of influencing or inducing responsible environmental behaviour.
4. Mere awareness and knowledge on environmental issues like environmental sanitation and solid waste management may not translate to responsible

environmental attitude unless there is willingness to participate in environmental management.

Recommendations

Emerging from the above findings and discussion, the study recommends:

1. It is constructive for the mass media in Nigeria to regularly sensitize the publicthrough panel interviews, phone-in or caller programmes on the need to manage wastesproperly and other environmental issues. For this, environmental communication becomes imperative.
2. Environmental communication should be incorporated into the school curriculum at all levels in order to build a generation of environmentally conscious citizens.
3. There is need for the broadcast media to teach people the importance of recycling, since recycling has now become a very important aspect of effective waste management. Accordingly, the government should tryinvesting in recycling business independently or in partnership with private investors.
4. Strict enforcement of environmental policies and laws is a major step towards environmental management. It is believed that the use of regulations and legislations can play important rolesin achieving high standard of cleanliness and the reduction of waste management burden, not only in Enugu State but in Nigeria as a whole.
5. Also, government should expedite action in the establishment of community radio to further drive home the importance of healthy living and promote environmental policies.

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ANALYSIS OF HATE SPEECHES AS METAPHORICAL CULTURAL STEREOTYPES

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Abstract

This study examines hate speeches as metaphorical expressions used in the language of cultural stereotypes. It explores the language use in a Facebook status update of a subscriber and the conversation that ensued among the interlocutors of different ethnic nationalities in Nigeria. In the data analysis, the research found out that the conversation which was supposed to be a political discourse turned out to be an emotionally-charged one, with all the interlocutors making derogatory statements against one another. The result shows that the kind of slur language that ensued was a reflection of the assumptions each interlocutor holds against the other on account of the different ethnic nationalities they came from. It was discovered that sixteen (16) out of the twenty (21) statements realized in the status update were structural metaphors. The recurrence of structural metaphorical expressions indicates that there are feelings of disaffection in the society. This is because, as implied by Janda (16), the use of structural metaphor indicates strong feelings and conceptualization of the speaker about what is talked about.

Keywords: Culture, Hate Speech, Stereotypes, Language, Communication

Introduction

Language is a critical phenomenon that has continued to shape relationships between individuals, amongst groups, amongst communities and amongst nations. Stephen Levenson points out that communication is the connection between what the speaker says and the assumptions he holds, or shares with the hearers or what is said before which becomes basic for language understanding (34). By implication, language is the most vital tool of communication, taking into cognizance the context in which it takes place – the participants, the purposes, beliefs and other non-linguistic tools that inform human social interactions, (Akmajian et al 244-245).

This research was born out of the fact that the multi-ethnic nature of Nigeria has continued to play a vital role in how inter-group or cultural rivalries shape linguistic behaviors of interlocutors. Oftentimes, speakers, resulting from their different assumptions or perceptions of each other, make statements that are usually viewed as stereotypical of their out-group. As a result of this growing trend, researchers in language have continued to explore linguistic theories and specific

language models that will account for such stereotypical utterances that may be viewed as hurtful expressions.

The research is, thus, aimed at analyzing metaphorical expressions as used in the Facebook Status Update and the conversation that ensued therein. This is taking into cognizance individuals' or group's perceptions of their fellow interlocutors that they view as out-group or culturally exclusive, and how such utterances set the tone for the language of stereotype. The objective of the research is, therefore, to attempt a cognitive approach to the study of metaphorical expressions involving individuals of different ethno-cultural backgrounds that are stereotypical of each other.

Literature Review

Conceptual Review

Language, as the most potent means of communication, has continually being explored by language scholars with the aim of relating human utterances/statements with the context in which the utterances are made. Geoffrey Leech is of the view that language basically functions to convey individual's experience of the world and how he expresses such experience through his attitude or behavior and, of course, the influence of his behavior to the hearers. Secondly, language also functions to convey the interpretation of the speaker's expression by the audience through logical deductions. (Leech 56-57).

Cognitive linguistics was developed from the fact that our utterances are not just mere abstract linguistic expressions or "a combination of a set of universal abstract features of uninterpreted symbols… but are motivated by experience, in many cases, by bodily experience" (Barcelona and Valenzuela 3). It is an embodiment of linguistic concepts encapsulated in physical, social and cultural experience as factored by the human mind or perception. It also implies that language is a product of general cognitive abilities coordinated by the human brain and neurological evidence.

As defined by Evans too, cognitive linguistics is concerned with investigating the relationship between language and the mind, and the socio-physical experience, or what he refers to as "glimpses into hitherto hidden aspects of human mind, human experience and, by consequence, what it is to be human (IX). Craft and Cruse, contributing, relate cognitive linguistics with cognitive psychology and artificial intelligence which, according to them, accounts for expressions and "continuities between language and experience through organization of concepts based on experience" (8-28). Cognitive linguistics, therefore, as implied by Janda, evolved as a continuity in language development as it adds to the meaning of language, which linguistic models, as generated from phonology, morphology, syntax, semantics and pragmatics "operate in unison with greater phenomena of general consciousness and cognition"(6).

The most cardinal about cognitive linguistics, therefore, is the relationship between language and our experience of the world, and how that shapes our thoughts and perception of things. This is because language, according to Evans

and Green (2006), offers a window into cognitive function, providing insights into the nature, structure and organization of thoughts and ideas".

Metaphor, as an aspect of cognitive linguistics and a relatively new model of linguistic investigation, has attracted researchers who attempt to relate the concept to sociological, psychological and pedagogical aspects of human lives. Accordingly, there have been contemporary studies on linguistic metaphor to derive maximum meaning from human expressions and interactions.

Theoretical Framework

The theoretical framework in this paper is eclectic, reviewing the theory of Cognitive Metaphor and that of Cultural Stereotype. In this regard, it explores language use in form of cognitive metaphor; a theory developed by Lakoff and Johnson (1980) in their *The Metaphor we Live By*. It also reviews related literature on metaphor by other scholars. The second framework the research explores is the theory of Stereotype as developed by Vilinbakhova Elena in her "The Notion of Stereotype in Language Study". It also looks at the work of Hilary Putnam; "The Meaning of Meaning" and other related works. In essence, the study looks at cognitive metaphors used as cultural stereotypes in relation to the context of utterance.

Before the exploration in Cognitive Linguistics, metaphor has originally been confined to literature, used as a figure of speech liken to simile in meaning – only differentiated by the use of 'like' and 'as' (in simile). Instead of saying A is like or as B, it is simply said A is B. In Cognitive Linguistics, however, it has been discovered that the difference between simile and metaphor goes beyond the presence of 'like' or 'as' in the former and the absence of such in the latter. According to Laura Janda, "Metaphor is present in all kinds of syntactic situations and that metaphorical expressions have less to do with syntactic variation than the substance" (16).

Cognitive Metaphor, therefore, has been conceived as a term used in "expressing one kind of thing is terms of another. . . (as) we act in the way we conceive of things" (Lakoff and Johnson 5). What the duo imply here is that our metaphorical expressions always reflect our conceptualization of things garnered through our experience of the world; what they referred to as "cultural and personal previous experience" (154). Metaphor, therefore, is a naturally-occurring language phenomenon realized in our everyday physical experience and is explored in language use of cultural stereotype (AttilaImre 73).

Lakoff and Johnson further argue that, contrary to the notion, especially purveyed by literary critics, that metaphor is a poetic device that only depicts the aesthetics of language or for rhetorical purposes, metaphor is actually "pervasive in thought and action", they said, contending that "our ordinary conceptual system, in terms of which we both think and act, is fundamentally metaphorical" (4). This postulate gives credence to the fact that metaphors are expressions we use in our daily lives as we interact and communicate. And, because our communication is always hinged on our ability to express our perception of things around us,

metaphor, thus, denotes how we use our conceptual system in thinking and acting through language. That is why the duo claim that, "the metaphor is not merely in the words we use, it is in our very concept of an argument. The language of argument is not poetic, fanciful, or rhetorical, it is literal... (because) we act according to the way we conceive of things" (6).

Adding their voice, Evans and Green posit that central to the study of metaphor is the fact that language cannot function well without the human experience and human mind (44). This view was also supported by Feldman (2006) (qtd. inJanda) who states that "metaphor is consistent with the architecture of human brain" (16), implying that metaphor is neurologically formed from the brain, after the conceptualization of an idea from the mind, to the physical world. In other words, the formation of metaphor is a cognitive process that materializes to our thoughts which are, in turned, transferred to either spoken or written words. In doing so, the brain transmits the exact perception of an issue in the mind in relation to the context of utterance or communication.

According to Lakoff and Johnson, metaphor, also called conceptual metaphor, cognitively refers to conceptualization of an idea in one domain to implement the concept in another domain. The domain in which such a concept or human knowledge is formed is called the Source Domain, which is the brain, while the referent which could be ideas, emotions, state of being, et cetera, is called the Target Domain (Janda 16). In other words, the source domain is the idea conceived in the mind, from which we draw our metaphorical expressions. The target domain, on the other hand, is what is inferred to as a representation of the conceived idea (Kovecses and Gunter 6). For example, in the expression "peace is priceless", "Priceless" is the source domain because it is anidea conceived and generated from the speaker's perceptual experience. The target domain here is the word "peace", which is the emotional representation of the conceived idea and which is a phenomenon shared between the speaker and the addressee.

Metaphors are categorized into Orientational, Ontological and Structural. But for the purpose of this research, the paper looks at the last two types; the ontological and the structural metaphors. According to Janda "ontological metaphor is the conceptualization of non-things (emotions, abstract ideas, ambient phenomena) as if they were things. . . usually entities, substances, or places…"(16), The ontological metaphor strives to relate our experience with physical objects. It implies "our ability to understand our experiences in terms of objects and substances (which) allows us to pick out parts of our experience and treat them as discrete entities or substances. . ." (Lakoff and Johnson 26). In other words, as interlocutors, our experience of the world enables us to view emotions or ideas and ascribe to them the state of being some entities. In expressing such metaphors, we use our experience as the source domain from where our knowledge of the world is acquired and give them the status of some entities, objects or places. For instance, in the statement "peace is priceless", "Priceless" here is a source domain and, in the speaker's experience, 'priceless' has become a commodity that worth more than human being can purchase. 'Priceless'has, therefore, become an entity that can be

referred to, can be quantified and can be categorized while 'peace', on the other hand, becomes the target domain which is actually the emotional representation of the speaker's perceptual experience.

Ontological metaphors thus, are in tune with our everyday experience because they are much used in our everyday conversations. This is because their expression entails the use of experiential phenomena such as emotions, ideas and abstractions which our mind or brain conceives. Evans and Green argue that ontological metaphor which is derived from human experience, is analogous and central to human mind and language use(44). This is why Lakoff and Johnson impute that ontological metaphors enable us "to deal rationally with our experience" (27). This is because they are an outburst of our conceptualization of an issue in relation to our understanding of another issue that shares common property. The ontological metaphors are, therefore, pervasive in the sense that they are expressed in different forms and purposes.

Structural metaphor, on the other hand, according to Janda, is using a nominal that is rich in value or experience as source domain (16). For example; an expression like "Fulani are killers" is a structural metaphor as it uses a nominal 'killers', which is a conceptualization of the speaker, as the source domain. It is rich in value because the word 'killers' denotes danger that every human being dreads. 'Fulani', on the other hand, is a target domain because it is a knowledge shared between the speaker and the addressee. What they do not share is the conceptualization by the speaker that "Fulani are killers".

As an aspect of cognitive linguistics, the concept of stereotype is understood in two perspectives. The first is that stereotype is a fixed expression, form or content. The second perspective is that stereotype denotes a fixed mental image of a person, an object or an event (Elena, "the Notion of Stereotypes"). Given credence to this notion, Hilary Putnam also defines stereotype as "a conventional, frequently malicious ideas which may be inaccurate of what X looks like or acts like, or is" (249). Stereotype, according to the two perspectives, implies derogatory expressions, usually fixed or codified, frequently used by individuals or groups to other individuals or groups with the purpose of maligning them. This usually happens when there are inter-ethnic, inter-cultural, inter-religious, and, indeed, inter-political misgivings between such groups that lead to unwholesome perceptions of each other.

Explaining more, Putnam divides stereotype into two categories. He calls the first"linguistic obligation" which he refers to as shared information amongst language users in a given speech or linguistic community who have minimum level of competence in language and communication. The second category, according to Putnam, is called "division of linguistic labour". This implies that some members of the linguistic community – the elites – are more knowledgeable and, thus, determine what characteristics an object possess to qualify for a given name, or what appellation to give to certain individuals or groups to suit a particular purpose. This becomes an acceptable definition of such object or appellation of such a group which the entire linguistic community must adopt. In this case, the ordinary

speakers' understanding of the words, phrases or statements does not have to be complete or objective as they rely on what the linguistic experts in the community decide as the acceptable expression (249).

Culture, for instance, has been identified as having intrinsic relationship with human cognition, given credence to the notion that certain linguistic expressions are associated with particular socio-linguistic groups who share the same cultural experience. By extension, the same group shares cognitive experience that manifest in their linguistic behavior. This is because language is the strongest source of cultural affinity and strength (Ungerer and Schmid 23). By implication, it denotes that, like other linguistic models such as syntax, semantics and pragmatics, cognitive linguistics models are not universal; they function in different ways in different ethno-linguistic and cultural settings. According to Richard Nordquist (17), cognitive models "depend on the culture in which a person grows up and lives. The culture provides the background for all the situations that we have to experience in order to be able to form a cognitive model. . . cultural models can be seen as cognitive models that are shared by people belonging to a social group or sub-group".

This view is accentuated by the fact that, in a society where ethno-cultural affiliations reign supreme and are manifest in the socio-political conversations of the people, such situations create a social distance between the groups such that each group always feels stereotyped, on the one hand. On the other hand, certain linguistic expressions are stereotyped to a particular ethno-linguistic group which come to bear in inter-group conversational interactions that are driven by sentiments. Accordingly, a speaker may rely on this stereotypical characteristic of the addressee to make statements or pass judgments which he does with or without recourse to the feelings of his addressee and which himself has little or no understanding of the stereotyped expressions, on the one hand. On the other hand, the addressee, relying on his perceptual experience with the speaker or his in-group, the former feels.

For instance, a statement such as "You this Fulani" by, say, a Tiv person, might create a derogatory feeling in the addressee who considers the statement as offensive. This feeling is induced by the assumption held by the referent (Fulani) on the speaker whose ethnic group, Tiv, has presumably been antagonistic of Fulani ethnic group. Because there already existed a social distance between the two ethnic groups occasioned by their different perceptions of each other, this emotional underpinning has impeded the addressee to even contemplate that the utterance "you this Fulani" might, perhaps, be a compliment or that the speaker's intention was actually not to hurt him. His failure to use his cognition to analyze the utterance as harmless has brought about his conceptualization of the utterance as a slur on him; thus, stereotypical.

This view is supported by the fact that, if the same words, "you this Fulani" were uttered by a Hausa man whose ethnic group they (Fulani) had a long history of good relationship, the addressee will simply laugh it off and, in this case, he will assume the utterance to be a compliment. This goes to buttress the presupposition

that, rather than the words, the addressee was swayed by the different assumptions he holds on the two different speakers - Tiv is an antagonist while the other – Hausa, is a friend. This is whatImre means when e says that ametaphor is a naturally-occurring language phenomenon realized in our everyday physical experience and is explored in language use of cultural stereotype (73).

This indicates that certain words may not elicit contempt or emotions if they were made by those we consider friends. Similarly, an addressee may perceive a speaker's utterance as offensive. But that is not necessarily because the latter's intentions are meant to hurt the addressee. On the contrary, the speaker may actually be polite in his expression. However, because the addressee has already stereotyped the speaker and, perhaps, his in-group, he, the addressee, automatically feels offended by the speaker's utterances, especially those coded with stereotypical words or phrases.

Research Methodology

The method adopted in this research was designed with a view to arriving at the intended analysis of the naturally-accruing language data. This is with the aim of finding out whether or not the data collected could account for the language of cultural stereotype. The research thus, uses two models of linguistic investigation in cognitive linguistics. They are; cognitive metaphors and cultural stereotype. The research design, therefore, is descriptive, exploring the choice of words that may be termed stereotype language in relation to the context of utterance.

In collecting the data for this research, two sources were used. They are the primary source and the secondary source. The primary source is the sampling of the corpus designed for the study – the Facebook status update that discusses inter-ethnic issues that are often emotionally inclined. The Secondary source comprises of the various literature that explore the issues designated for the study. These include literature materials on cognitive metaphors and language stereotype. The aim of this is to determine whether these linguistic models could account for the language use in the data collected.

The sampling technique adopted in this research is a selection of social media conversations done on Facebook platform, using status update of a subscriber. The study, thus, samplesa conversation that is laced with metaphorical expressions in form of phrases or statements found in the selected data for analysis.

Data Presentation and Analysis

Facebook Status Update

i. **Chukwudi**:President Buhari is a religious bigot. His Islamization policy is gradually taking shape. Look at all his appointments in strategic positions; President, North; Senate President, North, all service chiefs, North – no single Igbo person in all these positions. Why?
ii. **Suleiman Nazi**: It is because Igbos are fools. They don't know how to play their political card. Their politics is always about money.
iii. **Danladi**: Leave them, they are Biafran dogs.

iv. **John Uche**: It is your father, Buhari that is a dog. He is a jihadist that sucks people's blood in the name of Islam, a religion of violence.

v. **Sylvester**: Buhari the sponsor of Boko Haram and Fulani Herdsmen, you mean?

vi. **Danladi**: And who told you that all Fulani are herdsmen?

vii. **Sylvester**: Shut up my friend! No matter how you want to dress it, all Fulani Are herdsmen.

viii. **KayodeSalau**: You people should sheath your swords. This hatred against each other will not fetch us anything in Nigeria. We will never progress with this.

ix. **John Uche**: See who is talking. So you can also open your stinky mouth and talk? You this boot licker.

x. **Chukwudi**: why won't he talk, since Buhari has bought their conscience? He gave them Vice President and other big appointments. He is constructing beautiful roads in Yoruba lands. Fools!

xi. **Suleiman Nazi**: Hahaha! You are crying because you have lost your foolish calculation again. You will never smell the presidency. Even your grandfather Ojukwu lost it talkless of you these rats…hahaha!

xii. **John Uche**: It is your grandfather Ahmadu Bello that has lost it. He is the first religious fanatic in Nigeria.That is why all Northerners have no brains.

xiii. **Abel Benjamin**: Not all Northerners, say the Hausa Fulanis. We in the Middle Belt pass their power.

xiv. **John Uche**: Yes. You are right, because the Middle Belters are wise people. They refused to be colonized by these blood sucker-Fulanis. The spirit of Christianity is in you, my brother.

xv. **Suleiman Nazi**: See this wawa, fool! Who told you the Middle Belt is Christian-dominated? Go and check the statistics and, by the way, where is Middle Belt in Nigeria?Karnukakawai!

xvi. **John Uche**: Onyara! Which statistics are you talking about, the son of a terrorist?

xvii. **Sylvester**: He is a terrorist himself. You know they baptize them with terrorist water after birth. That is why they are always thirsty for Blood.

xviii. **John Uche**: Yes, and Boko Haram are terrorists. In fact, all Muslims are terrorists.

xix. **Danladi**: Ubanka Ojukwu was the father of terrorism. He spearheaded the massacre of more than three million people in Nigeria. Banzadaniska, a product of child-factory kawai!

xx. **John Uche**: Onyoshi! See this bastard! Your mother was f***cked by many terrorist Fulanis in the bush and you were also born in the bush.Stupid!

	Update	**Kind of Metaphor**	**Source**
1	President Buhari is a religious bigot. His Islamization policy is gradually taking shape.	Structural Metaphor	Chukwudi

	Look at all his appointments in strategic positions; President, North, all Service Cheifs, North – No single Igbo person in all these positions. Why?		
2	It is because Igbos are fools. They don't know how to play their political card. Their politics is always about money.	Structural Metaphor	Suleiman Nazi
3	Leave them, they are Biafran dogs.	Structural Metaphor	Danladi
4	It is your father Buhari that is a dog.He is a jihadist that sucks people's blood in the name of Islam, a religion of violence.	Structural Metaphor Ontological Metaphor	John Uche
5	Buhari the sponsor of Boko Haram and Fulani herdsmen, you mean?	Structural Metaphor	Sylvester
6	And who told you that all Fulani are herdsmen?	Structural Metaphor	Danladi
7	Shut up my friend! No matter how you want to dress it, all Fulani are herdsmen.	Structural Metaphor	Sylvester
8	You people should sheath your swords. This hatred against each other will not fetch us anything in Nigeria. We will never progress with this.		KayodeSalau
9	See who is talking. So you can also open your stinky mouth and talk? You this boot licker!	Structural Metaphor	John Uche
10	Why won't he talk, since Buhari has bought their conscience? He gave them Vice President and other big appointments. He is constructing beautiful roads in Yoruba lands. Fools.		Chukwudi

11	Hahaha! You are crying because you have lost your foolish calculation again. You will never smell the presidency. Even your grandfather Ojukwu lost it talkless of you these rats…hahaha!	Structural Metaphor	Suleiman Nazi
12			John Uche
13	Not all Northerners, say the Hausa Fulanis. We in the Middle Belt pass their power.		Abel Benjamin
14	Yes. You are right, because the Midle Belters are wise people. They refused to be colonized by these blood suckers-Fulanis. The spirit of Christianity is in you, my brother.	Structural Metaphor	John Uche
15	See this wawa, fool! Who told you the Middle Belt is Christian-dominated? Go and check the statistics and, by the way, where is Middle Belt in Nigeria? Karnukakawai!		Suleiman Nazi
16	Onyara! Which statistics are you talking about, the son of terrorist?	Structural Metaphor	John Uche
17	He is a terrorist himself. You know they baptized them with terrorist water after birth. That is why they are always thirsty for blood.		Sylvester
18	Yes, and Boko Haram are Terrorists. In fact, all Muslims are terrorists.	Structural Metaphor	John Uche
19	UbankaOjukwu was the father of terrorism. He spearheaded the massacre of more than three million people in Nigeria. Banzadaniska, a product of child-factory kawai!	Structural Metaphor Structural Metaphor	Danladi

20	Onyoshi! See this bastard! Your mother was f***cked by many terrorist Fulani in the bush and you were also born in the bush. Stupid!	John Uche

Number of Occurrence

- Aggregate expressions =20
- Structural metaphors = 16
- Ontological metaphors = 1
- Non-occurrence = 3

Discussion of Findings

It is important to state that the relationship between metaphor and cultural stereotype presupposes coherence between cultural values, nurtured through physical or emotional experience of a particular socio-cultural group, and metaphorical concepts that denote them. What this means is that metaphorical expressions by a socio-cultural group, more often than not, reflect some values or assumptions which the members of the group share. As stated earlier, cultural stereotype means that a particular socio-cultural group will consciously or unconsciously subsume certain linguistic expressions into their vocabulary which they use to stereotype their perceived out-group. And, relating this to cultural-linguistic behavior of a group, it connotes that there are certain assumptions that we share which become recurrent in our lives that they manifest metaphorically as our expressions.

In the data presented above, there are a lot of metaphorical statements made by the interlocutors that have cultural connotation. They are, thus, stereotypical statements that define the different socio-cultural backgrounds of the speakers. For instance, the expression “Boko Haram are terrorists” has already been subsumed into linguistic expressions of most Nigerians who have, over the years, been devastated by the inhuman activities of this separatist group. The expression, which is a stereotype of the dreaded group, is metaphorical because it implies using the term “terrorists”, which, according to Janda, is using a nominal that is rich in value or experience assource domain (16),in understanding the phrase “Boko Haram”, which becomes the target domain.The statement “Boko haram are terrorists” therefore gives credence to the notion that most metaphorical phrases are conventionalized expressions that depict perceptions and conceptualization of certain cultural norms by particular socio-cultural groups. This is because, according to Imre, “metaphors transport the images, feelings, values, thought patterns, etc entrenched in our cultures” (75).

The expression “Boko Haram are terrorists”, for instance, has succeeded in transporting the feelings and mental image” of Nigerians into a cultural stereotype depicting the dreaded group that has achieved notoriety in shooting, slaughtering and bombing human beings in some parts of Nigeria. This is because the expression

"Boko Haram are terrorists" - a fact shared by all well-meaning Nigerians, irrespective of any creed they belong to. "Boko Haram", which is the target domain, therefore, connotes danger which mention sends shivers down our spine.

However, the expression "Muslims are terrorists", as expressed by one of the interlocutors, will elicit emotional outburst from Muslims who view this as hate speech against the religion they profess. To the speaker who makes the expression "Muslims are Terrorist", he was not sorry for the utterance because, as far as he is concerned, what he said was the outcome of his perception of the context of utterance which, according to Churchland (1995) (qtd. in Janda17) was generated from his perceptual experience that informed his opinion on Muslims. Because, to him, those people who maim and kill people in the name of "Boko Haram" are Muslims and are doing so in the name of the religion. To the second person or addressee who does not share this perception and who, probably, is a Muslim, sees himself as being stereotyped by the statement.

So, two different metaphorical statements; "Boko Haram are terrorists" and "Muslims are terrorists" connote different metaphorical interpretations. The former is a stereotype to only the dreaded group that perpetuates the crime; a perceptual experience shared by every good citizen of Nigeria and, by extension, hold the same assumptions on the fact that "Boko Haram are terrorists". This collective perception therefore becomes a cultural stereotype of all Nigerians. The latter, "Muslims are terrorists", however, is a stereotype to all Muslims, not only in Nigeria but the world over. In this case, only non-Muslims, or those who do not share this perception, share the same cultural stereotype.

Another example of metaphor in form of stereotype is the expression "Fulani are herdsmen". The expression, ordinarily, is an obvious assertion that needs no any argument. However, given the contemporary Nigerian experience where people are killed in their farms by the so called herdsmen, any mention of the word 'Fulani' will trigger emotions because 'Fulani' has become synonymous with killer-herdsmen simply because of the fact that 'Fulani' constitute more than 90% of pastoralists in Nigeria. Any such utterance as "Fulani are herdsmen," therefore, is the same as "Fulani are killers" to, especially people who have been depressed by the dastardly acts of these killers presumed to be Fulani in the present security situation in Nigeria. Here, the word "herdsmen" has become a stereotype given to all Fulani, whether or not they herd cows. In the same way, Nigerians, especially those who share the same perceptual experience of herdsmen raiding their farms, killing them and raping their women, they share the same cultural stereotype that all Fulani are herdsmen and, indeed, killers.

Conclusion

This paper looked at the relationship between metaphorical expressions and cultural stereotypes. The study interrogated how a shared cultural experience or values translate into linguistic behaviors of a particular socio-cultural group. In this wise, it found out that there are certain expressions that have become conventionalized

metaphors that depict the assumptions the group shares which were derived from their collective perceptual experience. This is why the paper, from the data collected, argues that the coherence between cultural stereotypes and metaphorical expressions that denote them could be viewed from the surface level as hate speeches. On a deeper thought, however, it will reveal that such metaphorical expressions are a reflection of what one socio-cultural group feels against another, deriving from the assumptions they hold against them that become stereotypical. So, instead of viewing such utterances as hate speeches, they should be seen as emotional expressions occasioned by the feelings of disaffection.

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ROLE OF THE MASS MEDIA IN PROMOTING MECHANISMS FOR ALTERNATIVE DISPUTE RESOLUTION (ADR) IN FAMILIES

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Abstract

The need for the media to draw attention to Alternative Dispute Resolution (ADR) mechanisms is evident owing to the fact that family relationships are being injured irreparably through litigation. The family is regarded as one of the most important basic units of society. Even though people may live within the nuclear family they also maintain close relationships with members of the extended family. Disputes, being part of human life and human relationships, occur within families. Disputes, however, scale down family life, depriving the members of the benefits of the relationships; and resolving conflicts through litigation further strains relations. Since the family is such an important social support, straining relationships with litigation should be avoided and prevented. This paper hypothesises that the media's provision of awareness and education of available alternative dispute resolution mechanisms will help strengthen family relationships and decongest the courts. The paper is hinged on the agenda-

setting theory and it deploys the discourse analysis method. The paper recommends the deployment of radio and newspaper to give salience to ADR due to their advantages, some of which are ability to reach both the elite and the grassroots. The write up is hinged on the agenda setting theory.

Keywords: Alternative Mechanism; Conflict Resolution; Family Dispute; Mass Media; Newspaper; Radio.

Introduction

The family is the basic unit of society. Basically, the nuclear family members are parents and their children. The extended family itself develops from the nuclear family. Conflicts occur in human relationships, family relationships inclusive. Often times, family members resort to litigation in seeking resolution to their disagreements. Having gone that far, relationships get irreparably strained and the disputants and other family members who would have taken sides in the contention would fail to enjoy the benefits offered by family ties. Besides, trends have shown litigation to be unfriendly, adversarial, expensive, time consuming and cold. There are however, several alternative dispute resolution methods (hereinafter referred to as ADR) available to members of the society and the 1999 Constitution of the Federal Republic of Nigeria (amended) seems to make provision for their patronage. Deploying discourse analysis method, this paper examines the promotion of alternative dispute resolution mechanisms in settling family issues, to maintain love and harmony in the family and the society at large.

Conceptual Review

Dispute

A dispute refers to a debate, controversy, quarrel, a wrangling argument, difference of opinion (www.dictionary.com). A conflict is an active disagreement between people with opposing opinions or principles. Synonyms for conflict include argument, disagreement, quarrel, squabble (*Cambridge Dictionary* - dictionary.cambridge.org). Conflict and dispute refer to the same situation, both having about the same synonyms. Dispute and conflict are used interchangeably in this study. Conflict is a universal human experience (Furlong, 2005), it is one of the results of human interaction and differences, there is therefore need to find contextually dynamic methods of handling it (Oyebode, 2015).

Family

A family refers to a group of people who are related by blood or adoption; the family is a social institution found in all societies. It is made up of parents and siblings; is built on kinship (Macionis & Plummer, 2008). The extended family develops from the nuclear family. Functions of the family include socialisation, regulation of sexual activity, social placement, and material, emotional and financial security. The family has for a long time been viewed as “heaven in a

heartless world" by people as they depend on family members for protection, emotional support and financial help (Macionis& Plummer, 2008). The family supports and assists the individual in confronting the challenges and stress of daily living (Neubeck&Neubeck, 1997). Disputes could be inevitable in families and they need to be handled with cognisance of the importance of peace and harmony. Family relationship should be maintained and enjoyed all through life. Posick& Rocque (2014) in their examination of the family from the context of different societies, describe it as essential to the fabric of society, being a mechanism of emotional support; it is close and personal, being the greatest resource and protection from all troubles. People rely on the family as an apparatus of emotional and instrumental support as it offers protection from the troubles of life.

Litigation

Litigation is the most formal approach to dispute resolution. The parties, usually together with their legal representatives go before the courts for a determination of their respective rights and abilities. The court hearing the dispute acts as an umpire, with the objective of establishing the truth and pursuing justice (Wang, 2000).

Alternative Dispute Resolution

Alternative Dispute Resolution (ADR) denotes a wide range of dispute resolution processes by which disagreeing parties could agree without using the means of litigation. It indicates the application of non-adversarial peaceful methods of resolving disputes through the least difficult and less expensive strategies which are most rational and suitable to the needs of the disputants (Adams, 2021). Adams (2021) explains further that the main goal after settlement, is to ensure the restoration of cordial relationships among the disputants. It involves the use of processes that are agreed on and satisfying to the parties. It provides the disputants opportunity of privacy, more so when the issue in contention is sensitive and confidential (Akano, Sokefun &Orie, 2011). Not only do the parties enjoy privacy and confidentiality, the mechanism reduces hostility and antagonism, saves relationships and encourages continued cordiality between the parties. It is less formal, less expensive, and consumes less time than litigation. Idiaru&Jegede (2021) liken the process to a business meeting during which coffee and snacks can be served. The parties are in a position to design the proceedings to suit their needs (Akano, 2011). Karim (2015) alsonotes that ADR methods cost less than litigation and offer assurance of confidentiality.

Some Methods of Alternative Dispute Resolution (ADR)

Arbitration

Arbitration is a semi-judicial and a more formal dispute resolution process. The parties to a dispute submit to a qualified and an independent third party (the arbitrator) for a resolution. The arbitrator is knowledgeable, trained and highly experienced in the conduct of arbitral procedures, even though he does not have to

be legally trained or qualified. Not only are the disputants at liberty to choose their own arbitrators, they may also establish the procedures to be adopted by the arbitrator or the tribunal of arbitrators (Wang, 2000). The decision of the arbitrator or tribunal of arbitrators called an award, is binding on the disputants and enforceable by the courts. Arbitration is regulated by the Arbitration and Conciliation Act (ACA) Laws of the Federation of Nigeria (LFN) 2004 and also regulated by the Lagos State Arbitration Law, 2009.

Conciliation

Conciliation involves a neutral third party who can offer suggestions in the dispute. The conciliator uses his best efforts to bring the disputing parties to a voluntary settlement of their dispute. Conciliation is regulated by the Arbitration and Conciliation Act (ACA) Laws of the Federation of Nigeria (LFN) 2004.

Early Neutral Evaluation (ENE)

According to Akano,*et al*,(2011) ENE is a technique whereby an impartial senior lawyer or retired judge or magistrate evaluates the likely outcome of a case if it were to proceed to trial. This is expected to lead to a more realistic negotiation between the parties, without any influence on the path or process of negotiation, nor any binding judgment imposed.

Mediation

The disputants agree to the assistance of a skilled independent third party (the mediator). The mediator facilitates communication and negotiation between the parties, but has no power to impose a solution upon them. The mediation process starts with the disputants agreeing to having a discussion with the mediator. The process ends when the parties in dispute want it to end or when they reach an agreement on the issue. The objective of mediation is to reach a voluntary agreement between the parties, rather than to determine their respective rights and liabilities (Wang, 2000). The mediator uses creative problem-solving approaches to enable the parties to reach their own mutual settlement. The mediator is jointly procured by the parties in dispute and they are not under obligation to accept the suggestions offered.

Negotiation

Negotiation means that parties in dispute negotiate or talk among themselves to resolve the conflict or to work out a compromise between or among themselves. The parties themselves are in the best position to know the strengths and weaknesses of their own cases. Therefore, they are in the best position to discuss and work out a compromise amongst themselves. It is a fast approach (Wang, 2000). No third party is involved in this approach; the disputants discuss the issue and attempt to reach a resolution.

Preliminary Issues

Family Related Conflicts

Families are not without periodic conflicts (Macionis& Plummer, 2008). Some examples of family related disputes are inheritance of property, marital breakdown, the welfare of children, premarital pregnancy, marital dissolution, child abuse, various forms of domestic violence, land disputes, succession in the family business, sharing of surplus family income, sibling conflict over care of elderly parents, and in-law related conflicts. Some of these can be illustrated with the following instances.

Examples of Litigation in Nigerian Families

In 1960, wives and children of Chief Akintunde Abisogun who died intestate were in court over property to be inherited from the chief. Babatunde O. Olowu and Olabowale A. Olowu, two brothers of same blood were in court in 1985, over the estate of their deceased father, situated in Benin City. The case was fought up to the Supreme Court. Their father, AdeyinkaAyindeOlowu died intestate on November 17, 1960 leaving 11 children. He was a Yoruba man by birth but had naturalised as a Benin man before his death (*LawCareNigeria,* 2020).

Umar, a son ofAbdulkadir Kure, a deceased former governor of Niger State, took his mother, Senator Zeinab Kure and siblings to the Sharia Court of Appeal, Niger State challenging the distribution of his father's estate by an Upper Sharia Court/Administrator (*Sahara Reporters,* 2021). Some children of Joshua Idemudia, (a wealthy gentleman from Benin who died in 1979), went to court, declaring that their father's will which dated 1973 was null and void. They said the document was not the act of their father as it did not comply with the statutory requirements relating to wills (*Law Repository Nigeria*, 2016).

Gladys Ada Ukeje, daughter of Lazarus Ogbonna Ukeje approached the courts in respect of the property of her father who died intestate in 1981. She was in contention over the said property, against her step mother and half-brother, seeking that she be included among those eligible to administer her deceased father's estate (Goitom, 2014). Children of Chief Fredrick Rotimi Alalade Williams (SAN), shortly after their father's demise in 2005, commenced a legal battle over his property, consisting of movable property, immovable property, personal property and bank accounts (*ENCOMIUM Weekly*, 2009).

Why Avoid Litigation?

No system can afford a sufficient number of judges or courts or enough public money to allow every citizen to litigate in its courts for every real or imagined wrong. A huge backlog of cases, trials experiencing time delays of several years, and appeal cases, some taking well over 10 years to reach judgment, are the norm in certain countries (Wang, 2000), Nigeria not being an exception. Litigation procedures are time consuming and rigid (Adams, 2021). Litigation has often been criticised as having the tendency to reflect the interests and values of the State and the values of the judges and legal practitioners, rather than that of the parties in

dispute (Wang, 2000). Litigation is often the costly and many people find legal costs very high (Wang, 2000). It is time consuming, tedious, cold and insensitive to the emotional needs of the disputants, after settlement (Adams, 2021; Abusomwan &Oseghale, 2017). Even though litigation is the established and most recognised form of dispute resolution system in Nigeria and globally, the process is cumbersome, complex, expensive, time consuming and carried out in open view. Besides, it complicates on going personal relationships (Akano, *et al*, 2011).Itfosters brinkmanship and acrimony among the partiesAkano (2011); it is stiff, places emphasis on rights and has little thought for compassion and cordiality.

Theoretical Framework

Media Agenda-Setting Perspective

The agenda setting theory by Maxwell McCombs and Donald Shawbased theory on the notion of Walter Lipman who, in 1922, described the agenda setting process as the media's responsibility for shaping the public's perception of the world and creating a pseudo environment for each news consumer (Bryant and Thompson, 2002). The theory posits that what people know about public issues is what the mass media present to them. The importance attached to the same issues by the audience is proportionate to the same amount of importance attached to those issues by the mass media (Anaeto,*et al*, 2008).Propagating alternative dispute resolution and making its discussions salient in various media messages will not only create awareness among the most important units of the society but also make it a subject of discussion and consideration. The mass media should use theirpower to influence the salience of issues on the public agenda, to promote the virtues of ADR, thereby strengthening family relationships and promoting and sustaining cordiality and understanding in the larger society.

Literature Review

The Family

The family is a refuge from an impersonal world and harsh forces of society. It offers intimacy, love, trust, peaceful relations, commitment and warmth (Eitzen&Zinn, 1989). This ideal could however be disrupted and punctured by such issues as class hierarchy (many times in the extended and polygamous family), child abuse, incestuous relations, violence, childlessness, divorce, inadequate economic resources, deceit, infidelity, strained relations with in-laws, matters of inheritance, conflict with tradition, crime, ill health, death, affluence, increased social standing, juvenile delinquency, religion, mistrust and single parenthood. Many times conflict generated by family problems become lifelong challenges; worse still is the situation in which members of the same family resort to litigation to seek solution to their disputes. Resolving disputes outside the traditional conflict resolution mechanism is not an abnormality. Abusomwan & Oseghale (2017), explain that pursuing different methods of conflict resolution without recourse to the court of

law is acceptable, more so as Section 36(1) of the Constitution of the Federal Republic of Nigeria, 1999 (amended) seems to incorporate them as methods of dispute settlement. ADR has gained acceptance among practitioners of the legal profession and interestingly, the disputing parties are involved in the efforts made to determine a mutually acceptable solution to their dispute (Abusomwan & Oseghale, 2017). It is therefore important toraise awareness of ADR and provide adequate knowledge about it by providing details of its workings.

Mass Media as Promoters of ADR

According to Asemah (2011), disagreement is part of human interaction and it is a universal phenomenon. Information is power and people should be provided with the right information of options available to them so they can make informed choices (Asemah, Nkwam-Uwaoma & Santas, 2017). The mass media raise society's awareness about beneficial ideas, provide information and education about such notions and then persuade the people to take on the ideas presented to make their lives easier and better (Tsebee, 2016). Hasan (2013) writes that the best purpose the media can serve society and the best way it can contribute to social progress is by educating the people in keeping with their needs and then convince them to make positive decisions. The mass media are various media technologies that are utilised to transmit public messages to a mass audience. The technology through which this communication takes place varies. The broadcast media transmit messages electronically, through such outlets as radio, television, video, film; while the print media relay messages in all forms of print. Apart from traditional media outlets, the new media, via the Internet such as emails, blogs, websites and Internet-based TV and radio are veritable sources of information to a mass audience. Not only do the media inform, educate and entertain their audiences, they have taken a dominant role in society and they affect all other institutions (Berger, 2021). They influence audience's perception of and attitudes towards the information provided. They are well able to prioritise issues in the minds of the audience.

Newspaper

Newspapers are made up of an extensive range of contents; they contain international, national and local news. They feature materials such as editorials, letters to the editor, movie listings, cartoons, recipes, sections for counsel, features, advertisements, fiction (Dominick, 2015) fashions, breakthroughs in science, innovations and a whole lot more. They provide information and education on various subjects and influence readers. Writers comprise such persons as professional journalists, columnists, motivational speakers, experts and specialists in various fields, feature writers, cartoonists, business people and story writers, etc. Obtaining and reading a newspaper requires no electricity; the information is permanent. A reader can always consult the medium to reread any story and a story can be published in series. Newspapers serve historical purposes. They can serve as reference material. The majority of online newspapers are affiliated with traditional print newspapers (Dominick, 2015). The newspaper audience (of both print and

online editions) is made up mainly of literate, elitist people who want to be aware of current events, broaden their scope of reasoning and increase their knowledge. Newspapers will be useful in raising awarenessof ADR in specialised pages and feature articles. Reporters who cover legal issues could seek out legal experts to periodically provide in-depth information about ADR, giving details of its workingsand its advantages, especially in resolving issues among family members. Apart from sensationalising litigation among members of prominent families, journalists could use the opportunity to raise awareness about ADR and provide extensive education about its mechanisms.

Radio

Radio is portable, personal as well as public (depending on the context of usage). Some radio sets are large and some are small. Radio is available on computers, cell phones and on several otherhandheld devices and this has resulted in many individuals owning multiple radio sets. Dominick (2015) writes that radio goes everywhere - the beach, the workplace, sporting events, etc; it is hard to find a place where radio cannot be taken to. Virtually every car is equipped with a radio. Most radio listening occurs while listeners are engaged in other tasks. Women listen to radio while attending to household chores, people involved in intense manual labour listen to the radio while attending to their duties; in many cases, the voice from radio is perceived as company by the listener. The radio is a veritable means of reaching a wide audience in Third World countries, Nigeria inclusive. It is relatively cheap to purchase and maintain, attractive to a wide range of people, irrespective of their age and socioeconomic status. Besides, it can be operated without electricity (Adelakun, 2014).

Availability of the devise has increased, choice of stations and programming aimed at different segments of society have increased also. Anaeto & Solo-Anaeto (2010) observe that not only are radio programmes easy to produce, listeners do not have to be literate and messages reach remote areas. Radio is a good means of raising awareness and providing knowledge about issues relevant to human existence. It serves as a means of influencing change of attitudes and behaviour; its ability to reach a large number of people makes for widespread change (Anaeto&Solo-Anaeto, 2010) and revolutionised reasoning. In his examination of the radio audience, Dominick (2015) notes that at least three fourths of adults listen to radio daily. Most people listen to radio programmes in the mornings when preparing for work and when on their way to work, and in the late afternoon on their way home from work. The radio audience is wide and varied, comprising of people from all strata of the society. In the light of the aforesaid, radio literally offers itself as an apt electronic medium in the promotion of ADR. Experts in the field could be invited periodically to provide information and educate listeners. Such programmes should also be aired in the indigenous languages for wider reach. Opportunity could be given to listeners to call in to ask questions for clarifications. Contacts of

individual experts and organisations could be provided for listeners to reach them directly.

Conclusion and Recommendations

This paper set out to explore the place of the mass media as instruments of alternative dispute resolution with focus on disputes which occur among members of the same family. In the course of analysing the role of newspapers and radio in setting agenda for the society through their functions as agents of social engineering, the potentials of the media in attaining the goal were identified. It therefore, concludes that the mass media have an important role in stabilising family relationships and by extension, the society, by raising awareness of alternative means of resolving disputes.Not only will the effort help to sustain cordial and harmonious family relationships, it will very much help to decongest the courts. The paper recommends the deployment of newspaper and radio in the promotion of ADR mechanisms. Operators of media outlets should at regular intervals raise awareness of ADR and provide education on itsworkings. Benefits to the individuals, the family and the society should be stressed. Alongside this, the demerits of familial strife generated and sustained by litigation should be stressed. Besides, they can take positive positions while handling such conflictual stories, by using the opportunity to rather highlight the inherent danger in the increasing cases of strained family relationships in the society, through emphasis on their negative implications on the stability of the family.

This paper hypothesises that awareness raising by the mass media, among members of the society of ADR mechanisms will strengthen family relationships and even decongest the courts. Society also needs to be well educated about the workings of ADR. Virtually all media outlets (consisting of traditional media, mainstream and new/social media) can actually be used as advocacy tools for social concerns such as disputes prevention and resolution. This study, however, concentrates on the deployment of newspaper and radio for the purpose of conflict resolution.

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ANALYSIS OF NETIZENS REACTION TO DISTRIBUTION OF COVID-19 PALLIATIVES IN NIGERIA: A STUDY OF ONLINE NEWS PLATFORMS (*SAHARA REPORTERS* AND *PREMIUM TIMES*)

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Abstract

This study analyzed Netizens reaction to distribution of COVID-19 palliatives in Nigeria: A study of online news platforms (*Sahara Reporters and Premium Times).* Quantitative content analysis and critical discourse analysis were used to generate quantitative and qualitative data for the study. Three hundred and thirty three (334) comments were proportionately drawn for an equal distribution across the two select Facebook pages: *Sahara Reporters* and *Premium Times.* The findings revealed that the highest likes (51.7%) on stories of the distribution of COVID-19 palliatives were from *Sahara reporters* because they had a more interactive audience. The result equally showed that the tone of comments used by the online newspaper readers were the optimistic tone, undesirable tone, neutral tone, party affiliation tone and religious affiliation tone. It was further identified that the dominant tone of comments used was undesirable tone followed by attack tone. The least used tone was the optimistic tone (1.5%). The researchers recommended that social media users should endeavor to always consider words used when commenting in order not to cause violence and conflict among themselves because words can incite hatred towards a particular region, race or ethnic group.

Keywords: Netizens, COVID-19, Palliatives, Online news platforms

Introduction

Food, Shelter, Clothing and other basic amenities are the rights of citizens of a country and it is one of the duties of the Government of any country to ensure that its citizens are adequately catered for especially during epidemics and pandemics.

Nigeria is known as the most populous black nation in the world and there is a widespread belief among Nigerians that the country is not bereft of good policies to make life better for the citizenry. Many Nigerians especially those leaving in the country when compared to other countries of the world believe that the federal government of Nigeria are not doing enough, this view reverberated among many Nigerians with respect to the implementation of the COVID-19 palliative measures outlined by President Muhammadu Buhari to bolster the effect of the steps the government had taken to contain the spread of the virus on Nigerians (Agbedo, Anazia, Awodipe, Thomas-Odia, Diamond, Adeowo and Ezeilo, 2020).

However, due to increased number of COVID-19 cases in Lagos and across Nigeria during that period, the Nigerian Government like other countries imposed a lockdown in Lagos State, Ogun State, and Abuja, the nation's capital. The lockdown was extended by President Buhari as he announced in April 13, 2020 that the lockdown would continue for another 14 days. As of April 12, Nigeria had 343 confirmed cases. Nonetheless, the lockdown prevented many Nigerians working in informal sectors from traveling to work. The effects of the disease have been felt all over the world. The challenging times left most families to suffer due to no work, no pay policy that was imposed by some small companies (Ezeah, 2020). As a way of cushioning the effect of the lockdown, the Federal Government of Nigeria rolled out palliative measures which were assigned to the Ministry of Humanitarian Affairs, Disaster Management and social development under the leadership of Hajiya Sadiya Umar Farouq to handle the distribution of the COVID-19 palliatives.

According to Human Right Watch (2020), the President stated the government would put in place measures to "preserve the livelihoods of workers and business owners to ensure their families get through this very difficult time in dignity." He noted that "the most vulnerable in our society" would receive conditional cash transfers for two months, while Sadiya Umar Farouq, Minister of Humanitarian Affairs, Disaster Management and Social Development said that food rations would be distributed to vulnerable households. In a country of over 200 million people it is almost impossible to cover two-third of the citizens in the country. Citizens however have criticized the government for poor and inadequate distribution of the palliatives as many condemned the government for politicizing the process.

Nonetheless, social media has become the hub of getting and transmitting information. According to Obi-Ani, Anikweze and Chukwudi (2020), social media has become an active technological tool in Nigeria; as well as a news and communication channel for the citizenry of Nigeria. Access to mobile telephony especially among the technologically savvy youths has made dissemination of information easy with a snap of the finger. With the popularity of various social media platforms, Facebook has been the market leader determining the social media scene since its launch and is continually evolving to meet its user's needs. From informing the people about the pandemic, the media also strives to shape public opinion about the spread and the precautionary measures that can help to mitigate it (Nwakpu, Ezema, and Ogbodo, 2020). A lot of print and broadcast media have turn to social media as they also publish their news stories because of the large

viewers and readers they have online. For example, in Nigeria a lot of newspapers have accounts across different social media platforms such as *The Guardian, Punch, Daily Trust, Premium Times*, etc.

According to Ezegwu, Obichili, and Addeh (2020) one of the good qualities of the online news website is that it allows readers to instantly comment on any news story and the comments' section of online media have changed into spaces for debate and discussions by the readers. These allow for netizens to share critical opinions pertaining to any topic especially those of national interest. Thus, this study analyzes netizens reaction to distribution of covid-19 palliatives in Nigeria: A study of online news platforms (*Sahara reporters* and *Premium Times*).

Statement of the Problem

The outbreak of Coronavirus which resulted into a pandemic caused over 100 countries to impose full or partial lockdown in order to curtail the spread of the virus. Like most countries, Nigeria imposed lockdown for some months resulting its citizens to stay in their homes and businesses and offices closed, while national and international borders remained closed. This regulation did not gone down well with citizens in Lagos and Abuja who incessantly agitated for palliatives to mitigate the effects of the lockdown.

The Federal Government initiated the distribution of palliatives measures which was assigned to the Ministry of Humanitarian Affairs, Disaster Management and Social Development under the leadership of Hajiya Sadiya Umar Farouq. With many Nigerians accusing the government of discrepancies in the allocation and distribution of the palliatives. The online news media has used their Facebook pages in reporting this matter to their audience and the issue generated a lot of controversial comments from the audience regarding the distribution. Studies have been conducted on COVID-19 around the world such as Analysis of Online Newspapers' Framing patterns of COVID-19 (Onwe, Chwkwu, Nwamini, Nwankwo, Elem, Ogbaeja, Nwasum, Nwakpu and Ogbodo, 2020), Nigeria media framing of coronavirus pandemic and audience response (Nwakpu, Ezema, and Ogbodo, 2020), attitudes of Uyo telecommunication subscribers on data usage during Covid-19 lockdown in Nigeria (Uduak, Ezegwu and Awotade, 2021), Literature review so far shows no studies have been conducted social media, distribution of COVID-19 Palliatives and food security during pandemics especially in Nigeria. Thus, this study fills a gap in knowledge by analyzing the issue. There is the need to examine different reactions and opinions of online readers, taking into consideration the frequency which such comments come. This heightens some questions, such as: What is the tone of comments and direction of comments of the distribution of COVID-19 palliatives in Nigeria on *Sahara Reporters* and *Premium Times*?

Research Questions

1. What is the volume of likes on the distribution of COVID-19 Palliatives in Nigeria published in *Sahara Reporters* and *Premium Times* Facebook pages?

2. What is the frequency of comments on the distribution of COVID-19 Palliatives in Nigeria published in *Sahara Reporters* and *Premium Times* Facebook pages?
3. What are the tones of comments used by in *Sahara Reporters* and *Premium Times* Facebook readers on the distribution of COVID-19 Palliatives in Nigeria?
4. What is the dominant tone of comments on the distribution of COVID-19 Palliatives in Nigeria published in *Sahara reporters* and *Premium Times* Facebook pages?

Scope of Study

The study is primarily concerned with the Netizens reaction on the distribution of COVID-19 Palliatives in Nigeria on the Facebook pages of *Sahara reporters* and *Premium Times* published from April to May 2020. This period was considered due to the prominence of the distribution of the COVID-19 palliative among the populace in Nigeria.

Literature Review

Online News Platforms and Online Readers Comment

The Internet has transformed how information is gathered and disseminated. The media have also witnessed changes based on the application of internet technology to their operations**.** Chukwu (2014) as citied by Degarr, Tine and Bo (2020) describes this phenomenon as online journalism or digital journalism. The media has seen the need to change the one way method of passing information to its audience as most of them have embraced the internet especially social media for publishing their news content.

Interactivity in today's online news platforms has seen several online newspapers and channels allow readers and viewers alike to contact journalists by mail or participate in discussion boards by way of comments online. Beyers (2004) avers that in this way, a newspaper website can become an extension of the print edition, a platform consisting of a series of services and products which stimulate communication between readers and editors and among readers themselves. Comments on news stories provide an opportunity for readers to interact with each other or express their agreement or disagreement with the content of the article and or other comments. This conversational nature of commenting online as Henrich and Holmes (2013) note gives comment makers the opportunity to also correct what they believe to be misinformation in other comments, provide support or share anecdotes, and provide facts and links to websites with additional relevant content (Chukuw, 2020). The media using Facebook which is regarded as one of the most top social networking site, news platforms via their programmes have taken benefit of a great number of users by creating pages for users to "like", by clicking on the "like" button, showing that they have a positive view of content regarding the show. After clicking "like" on a page, it will then show up under the user's interests.

Social media has created a platform for people to communicate on a virtual space with easy and comfort. The increase in the utilization of social media by audience has created a means of receiving feedback which helps to enlighten news media on the opinions and mindset of the audience towards social issues.

Review of Empirical Studies

Onwe, Chukwu, Nwamini, Nwankwo, Elem, Ogbaeja, Nwasum, Nwakpu, and Ogbodo, (2020) investigated how three online newspapers framed the outbreak of COVID-19 pandemic in Nigeria. The study adopted content analysis as its design. Findings of this study shows that fear and death, government and/political influence, and palliative frames emerged as the dominant frames across the three online newspapers – Sahara Reporters, Premium Times and Daily Post studied for three months. The researchers recommended that online newspapers should harp more on palliative as against fear and death frames in reporting any health emergency in the future.

Nwakpu, Ezema, and Ogbodo (2020) examined Nigeria media framing of coronavirus pandemic and audience response. The study employed a quantitative design (newspaper content analysis and questionnaire). The content analysis examines the nature of media coverage of coronavirus in Nigeria and China using four major national newspapers (T*he Sun, The Vanguard, The Guardian* and *The Punch*). The finding shows that the coverage of the pandemic was dominated by straight news reports accounting for 763 or (71.3%) of all analysed items. This was followed by opinions 169 (15.8%), features 120 (11.2%) and editorials 18 (1.7%) respectively. The Punch 309 (28.9%) reported the outbreak more frequently than The Sun 266 (24.9%), *The Guardian* 258 (24.1%) and *Vanguard* 237 (22.1%). The study recommended continuous reportage of COVID-19 has proved effective in creating awareness about safety and preventive measures thereby helping to 'flatten the curve' and contain the spread of the virus.

Santana (2014) carried out a study on controlling the conversation: The availability of commenting forums in online newspapers. The researcher studied online comments of *US; daily* newspapers for the period ending September 30; 2012, as defined by the Alliance for Audited Media. The study revealed that controversial news stories were more likely to appear without a commenting forum than non-controversial news stories, adding a new dimension to newspapers' ability to set agenda.

Ezegwu, Chime-Nganya and Obichili, (2020) examined online newspaper readers' comments on the lockdown of select States in Nigeria. The objectives of the study are: To examine the tone of comments by online newspaper readers' on the lockdown of select States by President Muhammadu Buhari. Facebook accounts of three popular newspapers with an online presence were purposively selected for this study. The newspapers were: *Punch, Daily Trust, and Premium Times* newspapers. This study adopted both quantitative and qualitative content analysis method. The findings showed that online readers were active, followed the issues and bared their mind on lock down of some select States in Nigeria. tone of the

comments include: Praise comments, offensive/attack comments, ethnic/religious comments and neutral comments. The researchers recommended that online newspaper readers should avoid using derogatory and abusive languages in their reaction to issues in society.

Analysis of Online Audience Comment on 2016 Subsidy Removal Issue in Nigeria: A Case Study of Premium Times and Sahara Reporters was carried out by Umar (2018), the analyses of the comments were made to find out the positive comments, negative comments, tones of comments (ethnic, regional, political) and the overriding position. The researcher employed the propositions and guidelines of Critical discourse analysis (CDA) and discursive psychology to analyze the comments. The study found that, negative comments had the highest portion of all the comments analyzed while positive comments had smaller portion though it had significant number. It was also found that some comments were fragmented in ethnic, political and regional tones. The study recommends that more online vetting of comment should be used by online media to ensure the positive exploitation and use of the platforms by the audience. The reviews indicated that studies have not been carried out in the area of Covid-19 palliatives distribution, which is the major literature gap in the study.

Theoretical Framework

The study was anchored on Technology Acceptance model. Technology Acceptance model (TAM) was introduced by Fred Davis in 1986. The theory was specifically designed for modeling users' acceptance of information systems or technologies. The goal of Davis' (1989) TAM is to explain the general determinants of computer acceptance that lead to explaining users' behavior across a broad range of end-user computing technologies and user populations. The basic TAM model included Perceived Usefulness (PU) and Perceived Ease of Use (PEU) are the major determinants of the user's behavioral intention towards using a technology

TAM has been revised in many studies to fit a particular context of technology being investigated. One important and well-received revision of TAM has been the inclusion of social influence processes in predicting the usage behavior of a new technology by its users (Venktatesh and Davis, 2000 as citied by Rauniar, Rawski, Yang & Johnson p. 9). The acceptance and continuous use of social media by both media organizations as a tool for disseminating news stories and the audience which use social media as another medium of getting information about happenings in the society and also contributing by way of making comments necessitated the need for the model in this study. Relating this model to this study it shows that social media users used a social networking site like Facebook to reflect or express their view on the distribution of COVID-19 palliatives in Nigeria.

Research Methodology

This study employs quantitative and qualitative content analysis method which is the analysis of existing manifest contents of communications. Nwodu (2017) observes that communication scholars often use this research method to investigate

the level of presence of a given content in mass communication primarily to establish the impact of such comment on the audience. The content refers to words, meanings, pictures, symbols, ideas, themes, or any message that can be communicated. The text is anything written, visual, or spoken that serves as a medium for communication (Ezegwu, Obichili, and Addeh, 2020, a). To analyse netizens reaction to the distribution of COVID-19 palliatives in Nigeria, the researchers used the Convergent Mixed methods design. Quantitative data analysis makes measuring various parameters controllable due to the ease of mathematical derivations they come with. While qualitative content analysis used critical discourse to analyse the pattern of *Sahara reporters* and *Premium times* Facebook comments on the distribution of COVID-19 palliative in Nigeria.

The study population comprised the total number of comments posted by Facebook users on the distribution of COVID-19 palliatives in Nigeria via *Sahara reporters* and *Premium Times* Facebook pages. The total number of the comments is 2,482. These online news platforms were purposively chosen because of their Promptness in sharing or posting news stories about the distribution of the COVID-19 palliatives by the federal Government.

As a result of other restrictions and researchers discretion, it is impractical to study the whole comments from all the posts concerning the story by *Sahara reporters* and *Premium Times* Facebook pages. Nevertheless, the sampling technique adopted in this study was the proportionate sampling method. This sampling technique was adopted by the researchers because the population of the study was divided into subpopulations and random sampling techniques was applied to each subpopulation when choosing comments after selecting posts in April, 2020. In all 2482, comprising of all the comments made on news stories posted by *Sahara reporters* and *Premium Times* about the distribution of COVID-19 Palliative in Nigeria. For the purpose of this study, the research used Wimmer and Dominick online simple size calculator to determine the sample size of the study.

Using confidence level of 95%, margin error is 5 and the population is 2482. The sample size got is 333.Because 333 is not divisible by 2, the researcher added 1 to make it 334. Therefore, the sample size is 334.

The unit of analysis in this study consists of individual comments posted on *Sahara Reporters* and *Premium Times* Facebook pages in relation to the distribution of COVID-19 palliatives in Nigeria. In using this research approach, the need to define and categories the contents to be analyzed into which unit of analysis are clustered, is also necessary. These are the content categories for the study; they are:

1. **Volume of likes:** This variable is concerned with the number of like's online readers' on the Facebook pages of the select news platforms on the distribution of COVID-19 palliatives in Nigeria.
2. **Frequency of comments:** This variable is concerned with the regularity of comments of online readers' on the Facebook pages of the select news platforms onthe distribution of COVID-19 palliatives in Nigeria.

3. **Tone of comments:** This variable refers to the attitude of online readers' on a story posted on the Facebook pages of the select news on the distribution of COVID-19 palliatives in Nigeria.The tones of comments could be optimistic tone, undesirable tone, neutral tone, party affiliation tone and religious affiliation tone.

i. **Optimistic tone:** These are comments that praised the government and also hoped that they will get from the distribution of COVID-19 palliative from the Federal Government.
ii. **Undesirable tone**: These set of comment expressed their displeasure over the method of distribution of the COVID-19 palliatives by the Federal Government of Nigeria.
iii. **Neutral tone:**These comments were rational and objective tone that was made without any form of sentiments on the distribution of the COVID-19 palliatives.
iv. **Attack tone:** These are comments that insulted or attacked that the minister of Humanitarian Affairs, Disaster Management and social development Hajiya Sadiya Umar Farouq and also the government.
v. **Party affiliation tone**: This tone was used by audiences who believed that the distribution of the palliative was done based on the political parties of individuals.
vi. **Ethic affiliation tone:** These comments were of the opinion that the distribution was done to specific religion neglecting the other.

Data Presentation and Analysis

Table 1: Showing the Volume of Likes

Facebook Pages	Likes	%
Sahara Reporters	2413	51.7%
Premium Times	2253	48.3%
Total	4666	100%

Source: Field Survey, 2021

The table above indicates a total of 4666 online readers of the two select Facebook pages liked the stories of the distribution of COVID-19 palliative in Nigeria within the period under review. The stories of the distribution of the palliatives on *Sahara Reporters* had 2413, *Premium Times* had 2253, likes. This means that *Sahara reporter s*have a more interactive readership when compared to *Premium Times.*

Table 2 Showing the Frequency of Comments

Facebook Pages	Comments	%
Premium Times	167	50%
Daily Trust	167	50%
Total	**334**	**100%**

Source**:** Field Survey, 2021

The table indicates that a total of 334 online readers' comments of the two select Facebook pages were analysed based on the stories of distribution of COVID-19 palliative within the period under study.

Table 3: Distribution of tone of comments on the distribution of COVID-19 palliatives in Nigeria

Tone	***Sahara Reporters***	***Premium Times***	***Total***	**%**
Optimistic	3	2	5	1.5%
Undesirable	52	93	145	43.4%
Neutral	6	9	15	4.5%
Attack	59	20	79	23.7%
Party affiliation	35	2	37	11%
Ethnic affiliation	12	41	53	15.9%
Total	167	167	334	100%

Source: Field Survey, 2021

In table above, the implication of the data presented above is that the online news platforms readers used the optimistic, undesirable and attack tones to react to the distribution of COVID-19 palliatives in Nigeria.

Table 4: Distribution of dominant tone of comments on the distribution of COVID-19 palliatives in Nigeria

Tone	***Sahara Reporters***	***Premium Times***	***Total***	**%**
Optimistic	3	2	5	1.5%
Undesirable	52	93	145	43.4%
Neutral	6	9	15	4.5%
Attack	59	20	79	23.7%
Party affiliation	35	2	37	11%

Ethnic affiliation	12	41	53	15.9%
Total	167	167	334	100%

Source: Field Survey, 2021

Table 4 above showed the dominant tone of comments, the implication of the data presented above is that majority of the Facebook users expressed their views using undesirable tone on the distribution of COVID-19 palliatives.

Critical Discourse Analysis of Online News platforms Readers' Comments

The research findings present an overview of the tone and pattern of comments prevalent in the comments sections of the select Facebook pages on the distribution of COVID-19 palliatives in Nigeria. As earlier defined, comments from the select online newspapers have been coded for in the categories of optimistic, undesirable, Neutral, party affiliation, and ethnic affiliation tones. As earlier stated **optimistic comments** are comments that praised the government and also hoped that they will get from the distribution of COVID-19 palliative from the Federal Government. Examples of some of them are:

"These system of sharing food items that BABA Buhari give order to do through Minister and handover it to each FCT Chairmen it will reduce suffering" (Sahara Reporters, April 2020)

"They are doing very well in the northern part of Nigeria.... Especially Kano state" (Sahara Reporters, April 2020).

As evident from the above statements the comments encouraged the government or spoke positively about the distribution of the COVID-19 palliative. This comments manifests in such expressions "if you don't benefit from federal government, others will benefit from them", "They are doing very well" and the likes.

However, these comments didn't attract other positive comments rather they ignited negative remark against the Federal government

"Do we have government? No!". (Sahara Reporters, April 2020)

"*As far as i am concerned the government is not doing justice to this policy, you can't say people should stay at home with this kind of lopsided distribution of these so called palliative the government cry for". (Premium Times, April 2020)*

The comments that were under the **undesirable tone** basically showed their dissatisfaction towards the distribution process or method of sharing the COVID-19 palliatives. Examples of these comments includes;

"Nothing goes through politician make sense in fact, for how long Nigeria will be on analog method and primitive way of doing things" (Sahara Reporters, April 2020).

"COVID-19 VIRUS exposed our LEADERS" (Sahara reporters, April 2020).

"I'm ashamed of that government!" (Sahara reporters, April 2020).

"We did not see any Truck of grains. We need the Trucks and drivers number for contact tracing to avoid government magic. What a scam!" (Premium Times, April 2020).

"Hey are transferring money to the poor. Who told you that poor Nigerians have account number?" (Premium Times, April 2020).

"Federal Government Palliative as at today is nothing but Media Palliative Measure" (Premium Times, April 2020).

Some **neutral** comments also followed this pattern

"The palliatives should be distributed judiciously among the needies, be God fearing this is Ramadan period every good deeds you'll be rewarded double if opposite is double as well" *(Premium Times, April 2020).*

"The right thing should have been, to pay Nigerians through the CBN just as it was done in the USA, advice no be curse" *(Premium Times, April 2020).*

"What are they even distributing instead they should put health measures in place and suspend whatever arrangee they are doing" (Sahara reporters, 2020).

Comments that had the **attacked tone**, basically insulted or criticized the minister or the government. Examples includes;

Worthless, incompetent leaders very insensitive to their citizenry plight. May heaven reward them with everlasting sorrow those who wish to make Nigeria a poverty hub (Sahara reporters, April 2020).

"Buhari and Coronavirus is the same. Only one is older". (Sahara reporters, April 2020).

"The more they say they distribute the more difficult it becomes to see even one grain or any shred of evidence. This woman is a near perfect criminal, she sabi steal" (Premium Times, April 2020).

Online newspaper readers of the select Facebook pages also used the **ethnic** and **political affiliation tone** with the distribution of the COVID-19 palliatives. Nigerians believed that it was done based on either ethnic or religious preference. This was largely because of the ethnic background of the president and political party in power. They constituted 26.9% of the total sampled comments and some of them are as follows:

This will not achieved any meaniful goal, it will politicized" (Sahara reporters, April 2020).

"Which means if you are not a political you can't get anything thank you APC government" (Sahara reporters, April 2020).

"South East and South South are not beggars. The two regions are not begging for ordinary rice, it's a pity the South West has joined the bandwagon as a begging (Bambialla) region".

"Yeye government! Palliatives for northern Nigeria only" (Premium Times, April 2020).

"As usual with this regime much of the palliatives are for a particular section of the country.

Just like appointments and developmental projects are also for the same section of the country.

Discussion of Findings

Research Question One: What is the volume of likes on the distribution of COVID-19 Palliatives in Nigeria published in Sahara Reporters and Premium Times Facebook pages?

In this research question, the researcher sought to analyse the volume of likes by the online news platform readers of the select Facebook pages on the distribution of COVID-19 palliatives in Nigeria.The essence of analysing the volume of likes was to evaluate the amount of Facebook online news platforms readers that clicked the like button on stories about the distribution of COVID-19 palliatives in Nigeria. Quantitative data generated showed that the stories of the distribution *Sahara reporters* had 2413 (51.7%) while *Premium times* had 2253(48.3%). The implication of the data is that majority of online readers liked *Sahara reporters* on the distribution of COVID-19 Palliatives in Nigeria. *Sahara reporters* had a more interactive readership.

Research Question Two: What is the frequency of comments on the distribution of COVID-19 Palliatives in Nigeria published in *Sahara Reporters* and *Premium Times* Facebook pages?

The aim of this question is to find out the frequency of online news readers' comments on the distribution of COVID-19 palliatives in the select Facebook pages. A total of 334 online news readers' comments on the distribution of COVID-19 palliatives in the two selected news platforms were analysed and it was revealed that *Sahara reporters* had 167 comments and *Premium Times* had 167 comments. The implication of this finding is that 334 comments were selected and they were evenly distributed among the three select Facebook pages for equal analysis. These indicated that commentators used the Facebook medium to express their views on the distribution of COVID-19 palliatives in Nigeria.

Research Question Three: What are the tones of comments used by in *Sahara Reporters* and *Premium Times* Facebook readers on the distribution of COVID-19 Palliatives in Nigeria?

The findings showed that the commentators employed varieties of tone in their comments as identified in the study, which includes: optimistic, undesirable, neutral, attack, political affiliation and ethnic affiliation tone. The quantitative data generated presented that 1.5% of the comments had the optimistic tone, 43.4% had the undesirable tone while 4.5% had the neutral tone but the attack tone had 23.7%, political affiliation tone had 11% and 15.9% had ethnic affiliation tone. This findings is supported by earlier study by Ezegwu, Chime-Ngnya and Obilichi, (2020, b), they found that online readers employed varieties of the tone of comments

to express their views on the lockdown of select States in Nigeria by President Muhammadu Buhari. The tone of the comments includes: Praise comments, offensive/attack comments, ethnic/religious comments, and neutral comments.

Also, Auwal (2018) found in his study that social media users were polarized along ethnic and religious lines in their comments, posting negative and injurious statements capable of reducing the platform into a chaotic and indiscreet battlefield where Nigerians engage in war of words.

Research Question Four: What is the dominant tone of comments on the distribution of COVID-19 Palliatives in Nigeria published in *Sahara reporters* and *Premium Times* Facebook pages?

The quantitative data generated revealed that majority (43.3%) of the online news readers of the select Facebook pages used the undesirable tone. In all, the analysis showed that the least used tone (1.5%) was the optimistic tone. This entails that the optimistic tone was used by people that were hopeful and positive about the outcome of the distribution of the COVID-19 palliatives in Nigeria. The implication of the data presented above is that majority of the online newspaper readers used the undesirable tone, followed by attack tone and ethic and political affiliation while the least used was the neutral tone.

In agreeing with Umar (2018) who found in a study conducted on the removal of fuel subsidy that both the media and the government where attacked. He also found that some comments were fragmented in ethnic, political and regional tones. Online vetting of comment should be used by online media to ensure the positive exploitation and use of the platforms by the audience.

Conclusion

The study concludes that the readers of stories related to the distribution of COVID-19 palliatives in Nigeria used Facebook to express their view concerning the procedure that was used to distribute the palliatives amongst Nigerian citizens. Also commentators employed varieties of tone in their comments as identified in the study, which includes optimistic tone, undesirable tone, neutral tone, party affiliation tone and religious affiliation tone. Most of the comments were not satisfied therefore the dominant tone used by a majority of the commentators was undesirable tone. Social media is a power tool used to address topics or issues of national importance. It helps to reveal public opinion concerning certain issues. The distribution of COVID-19 palliatives was indeed a good way to reduce the effect of the lockdown due to the outbreak of corona virus but the Government failed to implement a systematic procedure for the distribution which caused conflict amongst the different regions in the country.

Recommendations

Based on the findings, the following were recommended:

1. Constructive criticism should also be done when commenting on sensitive issues. More of neutral comments that can bring a change should be encouraged when commenting.
2. Also, social media users should endeavor to always consider words used when commenting in order not to cause violence and conflict among themselves. This is because words can incite hatred towards a particular region, race or ethnic group.
3. Asides getting feedbacks, online media can also interact with the commentators; this will help to boost understanding of some readers who may not get the main facts of story.
4. Further studies should analyze newspaper or broadcast media coverage of the distribution of COVID-19 palliative in Nigeria. This will help to get broaden perspective on the topic been reviewed.

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SOCIAL MEDIA AS A TOOL FOR GATHERING AND DISSEMINATING INFORMATION AMONG BROADCAST STATIONS IN NIGERIA

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Abstract

Information gathering and dissemination have been a significant challenge for media organisations, primarily broadcast media. The popularity and influence of social media are constantly altering media operations in general and media consumption in particular. Information gathering and dissemination are increasingly becoming faster, cheaper, and easier with social media platforms. This study examines the use of social media for information gathering and dissemination among broadcast stations using Nagarta Radio and Federal Radio Corporation of Nigeria (FRCN), Kaduna, as a yardstick. Quantitative method was employed for the study, while questionnaire was used to collect data. Census was used in determining the sample size. A total of 363 questionnaires were administered to the respondents. The findings indicate that majority (91.4%) of the staff of these radio stations use social media for information gathering and dissemination. The result also revealed that the staff of the two radio stations use social media to enhance the content of news and programmes through progaramme research and audience views. The study recommends that the management of radio stations should encourage their staff on the frequent use of social media technologies for information gathering and dissemination to maximise wider audience reach.

Keywords: Social Media, Information Gathering, Information Dissemination, Broadcast

Introduction

The advent of new and better communication tools that are increasingly complementing and, in some cases, replacing conventional or old communication tools has probably justified McLuhan's predictions of media transforming the entire globe into what he termed the global village(Kennedy & Arnold, 2020). As one of these technologies, the Internet has had a significant impact on media operations and consumption.Rosario and Cruz (2019) reveal that in Africa, integration of ICTs in general and social media helps radio stations reinvent their operations and alter how they engage with their audiences. The usage of social media has resulted in a new type of storytelling that is more interactive. Hence, the confluence of radio and the Internet provides radio stations with chances to bridge the gap between media content producers and consumers in networked public spaces (Cunningham &

Craig, 2019). No doubt, therefore, the journalism practice in Nigeria is increasingly enhanced and, in some instance, changed with the use of social media. This is similar to what obtains in the developed countries (Igbashangev, 2021).

Traditional media such as television and radio disseminate their information while also incorporate other messages to look for more information on a particular social media platform. Both traditional and new media allow an organisation's message to be spread across different channels. Many organisations maintain the 'old media while at the same time having a strong online presence. This allows their message to reach all kinds of audiences who they might not have reached if they stick to only one channel. It has also been argued that traditional media is more effective in reaching out to broad base audiences, but new media is a great way to reach out to a specific audience.

The rising popularity and acceptability of social media as the new source of information and the need for journalists, in particular and media organisations in general, to harness these benefits, therefore inform this study, as it intends to find out how radio stations incorporate social media in the process of gathering and disseminating information(Pappa & Stergioulas, 2019). It is against this background this study aims to examine the extent to which FRCN and Nagarta Radio Kaduna use social media for information gathering and dissemination.

Research Objectives

(i) To ascertain the extent to which the staff of Nagarta Radio and FRCN Kaduna use social media platforms for information gathering and dissemination.
(ii) To identify the specific social media platforms mostly used by the staff of Nagarta Radio and FRCN for information gathering and dissemination.
(iii) To examine how staff of Nagarta radio and FRCN Kaduna use social media for information gathering and disseminating.
(iv) To determine the prospects of social media usage for information gathering and dissemination by Nagarta and FRCN, Kaduna.

Literature Review

Internet and the Broadcast Media

Digital technology has brought about immediate and multiple accesses to conventional means of communication, such as newspapers, magazines, radio, Televisions and movies (Podara, Matsiola, Maniou, & Kalliris, 2019). It is the emergence of these ancient media forms in the new media channels that is referred to as media convergence. The Internet does not obliterate conventional media; rather, it has increased their accessibility in various regions of the world. Another significant influence of the Internet on communication is the capacity to reach individuals from all over the world at the same time. Because of its synchronism, it has enabled interaction (Margetts, Lehdonvirta,González Bailón, Hutchinson,Bright, Nash, & Sutcliffe, 2021).

Consumers of media content today are in control of what and when to watch, read or listen to media content due to advancement in new communication technologies and convergence telecommunications, electronics and computer science. Media is being distributed in both analog and digital formats, interacting with audiences through as many platforms as possible, while computers and smartphones are displacing all non-interactive media (Newman, 2017).

Zakaria and Birikorang (2018), states that, while still using radio, television, and newspapers as sources of information, the public incorporates the Internet into their lives based on their unique needs, beliefs, attitudes, and daily activities. The Internet is rapidly becoming the primary communications infrastructure, challenging the conventional media for audience attention and time and as a conduit for most conversations.

Radio Broadcast in the Age of Internet

The Internet has changed a number of activities in the broadcast industry. Radio as one of the broadcast media, adapts several strategies to meet the current challenges posed by internet accessibility and acceptability(Alston, 2021). In addition to conventional broadcasting, radio stations today generate and disseminate material on a variety of channels. The material might be independent of one another or connected to, and complementing one another. When good material is created at a radio station, it is also a good idea, to adapt it to other platforms by changing it to a format that is appropriate for that platform. The radio station gains more awareness by using several platforms. For example, if a radio station has a social media presence, its messages might be read by people who have never heard of the station (Ferguson & Greer, 2018).

Traditional media has been beaten to breaking news by social media, while mainstream journalists frequently utilise social media to distribute news articles to add details outside of the normal news cycle(Cooper, 2019). This implies that information gathering, and dissemination become participatory, with both consumers and producers of the information using social media in the communication process. The way news is created and made accessible has been altered as a result of social media and social networks. They have an impact on mainstream media in terms of content creation, distribution, and information souring, obtaining, and accessing. Journalists and the public must have unrestricted access to the Internet in order to exercise their fundamental rights (Bassini, 2019). The advent of social media has altered the ways in which audiences are reached out under various platforms. Instead of audiences being exposed to one channel or medium they are now exposed to multiple channels of media at a time(Zayani, 2021).

Therefore, there is little doubt that the globe is seeing a significant change in content creation and consumption, which has an impact on the audience. The social media technologies are mostly used nowadays to gather and disseminate information, socialise, entertain and enlighten the audience. These functions have basically been carried out by the conventional media especially electronic

media(Amadi & Nwaji, 2018). Using traditional media in reaching out to audiences had in the past recorded high success rate. Recently however, the success rate is fast declining and the combination of the two approaches is more feasible. A combination of the two approaches is a great way to access large audience. This is because each technique appeals to different people and audience.

Integrating Social Media in the Broadcast Industry

Journalistic use of social media through news sharing sites or 'social news' was initially popularized by platforms such as Digg and Newsvine, which are types of social bookmarking sites dedicated to sharing news and information. By the early 2000s, most news organizations had established websites and audience sharing of news content appeared to be a 'natural' extension of news distribution practices. As more social media platforms have emerged, Bossio (2017) states that, other differences have appeared within modes of publishing, distribution and audience response. (Clark, Algoe, & Green, 2018), suggest that many social media platforms maintain pre-existing social networks, while others help to connect strangers through various communication tools. Social media platforms also provide opportunities for broader commentary on current events, through the processes of linking, as well as possibilities for users to add their own perspective as informal and even humorous contributions to discussion of news events.

The rise in social media's popularity has given a substantial boost to other players in the value chain, instigating a flood of new issues for the broadcasting industry. By listening to, analyzing and integrating findings from social media on an enterprise-wide level, broadcasters can ultimately improve their reach and engagement levels with their content audience(Lester, 2019). The presentation and distribution models of social media platforms have had an enormous impact on news and information and, by extension, the constitution of journalism. In the context of journalism, social media's technical affordances have influenced a number of collaboratives, participatory and networked behaviours and practices within the research, production and distribution of news. The increasing importance of social media to news consumers has influenced news production values, including: increasing prioritization of the interactivity of news content, participation of audiences in news, transparency in news production processes, and immediate, 24-hour dissemination of news on social media (Lee, 2020).

According to Bossio (2017), most global news organizations like CNN, BBC and Al Jazeera now have dedicated teams to manage the huge volume of user-generated content they receive each day during news events. Journalists and their news organizations have also extended this use of 'citizen journalism' by trying to focus on engagement with individual users or 'followers' about particular issues and events through use of social media. While the public has always actively engaged with media social media changes the nature of public participation in the news process. Contemporary mainstream journalism now 'competes' with alternative provision of news facilitated by the low cost and availability of digital media and social media platforms, which empower citizens to participate actively in the

making of news by creating, shaping and sharing information about news (Etter, Ravasi, & Colleoni, 2019).

Theoretical Framework

Mediamorphosis refers to the transformation of communication media, because of the complex interplay of social and technological innovations, perceived needs and competitive and political pressures (Dutta & Gangopadhyay, 2019). There are five mediamorphosis principles according to Deepak, Rodrigues,& Rani, (2020), which are key to the theory's application in integrating social media to the old one. These principles are:

Coevolution and coexistence Principle: refer to the relationship between new and existing media formats; in both cases, the newer and older formats necessarily change interrelation to, and exist side-by- side in time with, the other.

Metamorphosis principle: states that new media do not develop in a vacuum'; rather, they are often a product of the evolution of older media formats.

Propagation Principle: occurs when new communication formats perpetuate the dominant and valued traits of existing forms, with these traits frequently transmitted via 'communicatory codes called languages'.

Survival Principle: refers to the reality that existing media formats must adapt, typically by identifying niche areas of fit, in order to continue their existence in the presence of newer, and possibly better, formats.

Opportunity and need Principle: explains that innovation by itself will not guarantee successful adoption. People must perceive that the new format is relevant to their lives within the existing social, political, and economic settings of the time.

One of the principles of Mediamorphosis is that the new media do not develop in a vacuum; rather, they are often a product of the evolution of older media formats. The theorist postulation that the new communication formats, social media in this instance, perpetuate the dominant and valued traits of existing forms, will be tested by this study. As such, the theory guides this study in understanding how the two radio stations adopt social media platforms for information gathering and dissemination.

Methodology

The survey research method was adopted as the method for this study. The population for this study comprised of staff of Federal Radio Corporation of Nigeria (FRCN) and Nagarta radio station that are directly involved with news gathering and dissemination. Multi-stage sampling techniques was employed for this study. At the stage of selecting the departments, purposive sampling techniques was adopted while census was used to study the entire staff of these departments because the population of the study is 361, is relatively small. Using census according toAlambra, Cenas, Jacobe, & Roaring, (2020), is more scientific when the population for a study is small. Census eliminates sampling error and provides data on the respondents in the population. The entire population, therefore, will have to be sampled to achieve desirable level of precision(Thomson, Rhoda, Tatem, &

Castro,2020). The questionnaire was used to collect data for the survey method. A structured questionnaire was distributed face-to-face and through heads of departments and units of the stations. Out of the 361 copies of the questionnaire, 336 copies were retrieved and valid.

Data Analysis

Table 1: Use of social media to gather and disseminate information

Use	Frequency	Percentage
Yes	307	91.4
No	29	8.6
Total	336	100

Table 1 shows that 307 (91.4%) of the total respondents use social media to gather and disseminate information while 29 (8.6%) report that they do not use it for such purpose in their profession. This means, the 29 respondents, may be using social media for other purposes but not for information gathering and dissemination. In the subsequent tables therefore, the total respondents will be 307 because they are staff of the two radio stations who used social media for information gathering and dissemination.

Table 2: Respondents' Frequency of using social media for information gathering and dissemination

Frequency of usage	Frequency	Percentage
Intermittently	60	19.5
Regularly	198	64.5
Partially	49	16.0
Total	307	100.0

Table 2 shows the respondents' frequency of using social media. It indicates that majority198 (64.5%) of the staff of the two radio stations use social media on a regular basis which is higher than those who use the platforms partially and intermittently all together. This means that more than half of the respondents use social media on a regular basis. This implies that social media is useful to the radio stations in gathering and dissemination of information.

Table 3: Type of social media used to gather and disseminate information by respondents

Type of social media used	Freq	%	Freq	%	Total
Twitter	133	43.3	174	56.7	307
WhatsApp	231	74.9	77	25.1	307
Facebook	203	66.1	104	33.9	307
Others	9	2.9	298	97.1	307

Table 3 shows the number of social media platforms used by the staff of the radio stations. While most of the respondents (74.9) use WhatsApp for information gathering and dissemination, Facebook closely follows with (66.1%) of the total respondents who use social media for information gathering and dissemination. This may be due to the popularity of the two platforms among the radio audience.

Table 4: Reason for using social media to gather and disseminate information

Purpose of social media usage	Frequency	%	Frequency	%	Total
Content generation	150	48.8	157	51.2	307
Audiences' views	123	40.0	184	60.0	307
Programme research	140	45.6	167	54.4	307
Content dissemination	113	36.8	194	63.2	307
Others	4	1.3	303	98.7	307

Table 4 presents the reasons for respondents' use of social media for gathering and dissemination of information. The data reveals that most of the staff of these radio stations use social media for generating content and programme research while only few use social media for content dissemination.This could mean that content dissemination is mostly done by the ICT departments of the stations and not individually. A good number of the staff however, use social media for information gathering and dissemination.

Table 5: **Influence of social media on gathering and disseminating information**

Social media influence	Yes	Freq	%	No	Freq	%	Total
Content enrichment	152	49.5		155	60.5		307
Currency of events	89	28.9		218	71.1		307
Programme direction	106	34.5		201	65.5		307
All of the above	99	32.2		208	67.8		307
Others	4	1.3		304	98.7		307

Table 5 shows the ways in which social media influence gathering and dissemination of information. It reveals that majority of the staff accept that social media helps in programme direction andenrich the content of the radio station. This could mean that social media helps in enriching the conventional media content and gives direction to the content producers as to what issue or event should be given more attention.

Discussion of Findings

The data shows that majority of the respondents have social media accounts and they are using them. Specifically, it shows that 99% of the staff of the two radio stations use social media while 91% of the staff use social media in gathering and

disseminating information. The staff of the two radio stations also state that they use social media platforms in generating and disseminating content regularly and in daily basis. These findings confirm the assertion of (Zakaria & Birikorang, 2018), which states that social media transformed radio concept, and communication model, by seeking to control consumption trends around customised, interactive, searchable, scheduling and social tools.

The findings of the study as indicated that majority of the staff of Nagarta Radio and Federal Radio Corporation of Nigeria (FRCN), Kaduna (75%) use WhatsApp for gathering and disseminating information, followed by Facebook with 66.1% while Twitter has 43%. These three platforms are found to be more popular among the staff of these radio stations. This is closely in tandem with the assertion of (Oparaugo, 2021)that Facebook and WhatsApp are the leading global social platforms and therefore can be a very important asset for a radio station. It is not only a platform to connect with the current listeners but also to get new people engaged with the station. In addition, Facebook is not only, a publishing platform, but also a technically very diverse one that supports 360 videos with captions and live streaming and therefore can be used for different purposes. The large percentage of the radio stations' staff using WhatsApp may not be surprising as argue that (Oparaugo, 2021)WhatsApp, which many radio stations use to communicate with their listeners, sometimes has its functionality extend into voice and video calls and media sharing.

As shown by data in the tables, the results from the respondents establish that Nagarta Radio and Federal Radio Corporation of Nigeria (FRCN), Kaduna have official social media accounts and majority of the staff are using them daily for information gathering and dissemination. Content generation and dissemination are also found to be central in the use of social media platforms by the staff of these radio stations. The findings further indicate that some of the staff sought for audience' views about the media content and/or the station operation. This implies a shift from industrial production towards a collaborative engagement of communities' participation. These are contributing to improve traditional production value chain, by implementing the produsage value chain, including content development and contributions from public domain.

The data also established that majority of the staff of these radio stations agree that social media helps in gathering current events/issues, enriching content and directing the production of content for the audience. The findings of this study also suggest that 86.9% of the staff of Nagarta Radio and FRCN, Kaduna admit that social media facilitates information gathering and dissemination. Specifically, the staff, state that gathering current information, audience participation in content production and audience patronage are some of the benefits derived from social media usage. The finding corroborates the assertion of (Sun, 2020) that social media has transformed traditional broadcasting norms. New technology and increasingly powerful mobile devices have allowed networks to break down the so-called fourth wall and connect audiences with programming like never before. Broadcasters are

using this technology to create a second screen, extending programme content to screens alongside the traditional media.

The findings of this study also reaffirm some of the principles of Mediamorphosis which is also one of the theories for this study. One of these principles is that the new media do not develop in a vacuum; rather, they are often a product of the evolution of older media formats. The theorist's postulation that the new communication formats (social media), perpetuate the dominant and valued traits of existing forms (Radio Stations) has been confirmed by the findings of this study. This study however focused more on the 'survival' principle of the theory which maintains that existing media formats must adapt, typically by identifying areas of fit, in order to continue their existence in the presence of newer, and possibly better, formats. The findings revealed that Nagarta Radio and Federal Radio Corporation of Nigeria (FRCN) Kaduna identify gathering and dissemination features of social media and adopt such platforms in the process of gathering and disseminating information for better content and wider coverage.

Conclusion and Recommendations

This study investigates the use of social media in gathering and disseminating information by Nagarta radio and Federal Radio Corporation of Nigeria. The findings establish that Nagarta Radio and Federal Radio Corporation of Nigeria (FRCN), Kaduna have social media accounts and that they use them for information gathering and dissemination despite the challenges associated with the usage. Specifically, the staff of these radio stations reveal how they use WhatsApp, Facebook and Twitter in generating information from the audience and how they manage such in their daily operations.

Although, the two radio stations indicate that social media helps in news and programmes direction, engaging audience through participation and providing current information, it also pushes fake information which is a threat to media credibility. They however, reveal that investigating source credibility, online facts checks and multiple sources verification are some of the mechanisms employed in managing media content. Based on the findings and conclusion of this study the following recommendations are offered:

i. The radio stations should encourage their staff on the use of social media for information gathering and dissemination through frequent trainings.
ii. The staff of the radio stations should maximize social media usage for information gathering and dissemination through their personal social media platforms in addition to the organizations' accounts

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NATIONAL BROADCAST COMMISSIONS' AND IMPACT OF BROADCAST MEDIA ON RURAL PEOPLE

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Abstract

On the emergence of several media organisations in Africa, governments in Africa as in other parts of the world established Commissions to make laws, regulate media operations, issue licenses and sanction erring media organisations. It is expected that these laws would encourage media organisations to deliberately emerge, to promote community development in rural African communities where majority of the people still live. It is against this background that this study takes a look at Nigeria's National Broadcasting Commission (NBC) that regulates broadcasting in Nigeria. The aim of the study is to first find out the Commission's blue-print that is workable for deliberate establishment of broadcast media organisation that can promote rural development. The survey method was adopted. The study had a total of 500 respondents drawn from the National Broadcasting Commission, practicing media executives and the academia in Nigeria. The data gathered revealed that the Nigerian Government through the NBC has not done much in driving development in the rural areas which require significant attention for the people and their environment to be properly integrated into the seemingly advancing urban cities in Nigeria. It was also found out that media organisations that turned attention to the rural areas did so out of their own initiative and not as a result of government policies. Findings of the study also showed that such media organisations are located in the urban centres from where they broadcast the rural people, environment and challenges; a situation that has not addressed the peculiar problems in these communities. Based on these findings, the study recommended that the Nigerian Government through the NBC should review broadcasting laws to encourage genuine radio and television stations that can deliberately attend to development challenges in rural communities across Nigeria.

Key Words: Broadcast Commissions, Responsive Mass Media, Rural Development, Nigeria.

Introduction

The broadcasting commission in Nigeria as with the case in many other countries of the world was established to regulate the operations of the electronic media,

especially radio and television that have long been held as having the potential to strengthen or weaken the fabrics of any society that discounts or disdains their effect (Ndemele and Innocent, 2008; Alumuku, 2013 and Kediehor, 2018). The broadcast media are the most effective in promoting and advancing development in developing nations of the world, Nigeria in particular. Different arrays of policies have been put in place since the National Broadcasting Commission of Nigeria was established by decree 38 of 1992. The decree established the National Broadcasting Commission NBC, empowered the NBC with the responsibility: inter alia, of receiving, processing and considering applications for the ownership of radio and television stations, including cable television and any other medium of broadcasting. Though, final approval still vested with the president, the NBC laws gave birth to broadcast pluralism in Nigeria and today, as it stands there are over 1000 radio and television radio stations in Nigeria (source)

Gloomly, the degree to which these broadcast media are responsive and accessible to the people, especially those in the rural areas of Nigeria is the major concern of this study. It is also of interest to this study to ascertain the level in which the NBC laws and policies have created the opportunity for the establishment of broadcast media that are open to the people in the rural area and significantly, to examine how these broadcast stations if at all available to the rural population, have facilitated the cause for human, economic, political and socio-cultural development.

Objectives of the Study

This study has the following objectives as its targets:

1). Determine the level of responsiveness of the broadcast media to the rural people in Nigeria.
2). Ascertain the extent to which the NBC laws as reviewed in 2019 have encouraged the broadcast media to become receptive to the rural people in Nigeria.
3). Determine if the broadcast media in Nigeria are opened to the rural people.
4) Find out if they have contributed to the development of the rural people.

Research Questions

1) Is the broadcast media responsive to the rural areas and people in Nigeria?
2) Are the NBC laws and policies encourage the establishment of radio and television stations in the rural areas?
3) Have the broadcast media in Nigeria contributed to the development of the rural people

Literature Review

The Nigerian Broadcasting Commission

Broadcasting has major implications on national interest. As Marshall, McLuhan and Quentin Fiore put it Rodney: The broadcast media are so pervasive in their personal, political, economic, aesthetic, psychological, moral and social

consequences that they leave no part of us untouched, unaffected, unaltered (Rodney 2005, p.162).

This study is not in total support of McLuhan and Fiore because such inescapable features are not deliberately encouraged by broadcasting commissions of developing countries. Policies of the broadcast regulatory bodies in advancing societies have not accommodated the necessary cordiality that would bring about positive persuasiveness of the broadcast media to be responsive or approachable to the rural society and people that would define the overall parameters of development in these developing nations. The effect of broadcasting on the audience could be far-reaching as it carries the audience through the chain of attention, comprehension, enjoyment, evaluation and overt action.

In Nigeria, the Federal Government controls, monitors and regulates the broadcast industry through the National Broadcasting Commission, NBC. The NBC was established in 1992 by the Federal Military Government under the leadership of ex-military president, General Ibrahim BadamosiBabangida through the National Broadcasting Commission Decree No. 38 of 1992(Nwanze 2003). Section 1 of the Decree provides that the NBC shall be a body corporate with perpetual succession and a common seal and may sue and be sued in its corporate name. Section 2 provides for the powers of the NBC.

The National Broadcasting Commission Decree confers on the NBC, the power of regulation, monitoring and control of the broadcast media in Nigeria. Thus, the NBC is the administrative agent of the Federal Government of Nigeria on general broadcast policies. Government relies on the commission for expert judgment on regulatory problems and formulation of general broadcast policies. It has the responsibility of receiving, processing and considering applications for broadcast licenses. The extent to which the commission encourages the receipt and issuance of license to media organisations that can be genuinely responsive to the media is a major crux of this study.

But the grant of a license by the commission shall not be unreasonably withheld is seen to constitute such a check or limit. As asserts by Aniebona:

The NBC Decree in our opinion does not contain comprehensive guidelines and processes to be complied with in the discharge of the commission's duties especially in those areas where the rights and interests of operators (including prospective operators) of broadcasting stations are involved (Aniebona 1990, p. 128).

Therefore, it is the considered opinion of this study that the National Broadcasting Commission Decree is shallow without depth, and deserves considerable review in several respects so as to make it comprehensive. In particular, the Decree does not balance the enormous powers conferred on the commission over licenses and applicants for licenses alike, with commensurate responsibility to discharge its duties in accordance with specific guidelines. Leaving the commission to design its own guidelines is laden with the danger of abuse. It is easier to appreciate our alarm here if one averts its mind to the fact that the NBC is reposed with administrative, quasi-judicial and quasi-legislative functions. Its

administrative character derives its power of control and general policy formulation and implementation on broadcasting, on behalf of government, while its quasi-judicial nature is evident in its power to revoke licenses, and to investigate, adjudicate and act on complaints against broadcasting stations. It is therefore a judicial tribunal of sorts.

The NBC's quasi legislative character is evident in its powers to make rules for the smooth running of the broadcast industry. Members of the commission must therefore appreciate the enormous powers conferred on them and exercise same, especially in granting, renewing or revoking licenses, with a sense of responsibility. One question that naturally arises in respect of the enormous powers of the NBC is what effort has the commission put in place to ensure that the broadcast media, as pluralistic as they are in Nigeria are responsive the rural people? As Moemeka puts it:

…it is generally accepted that the media are the corridor, the surest super highway to political and economic power and relevance. They confer status and legitimacy on issues and personalities. They are therefore potential tools for mischief if unregulated (especially in a system as ours where broadcasting has fully entered the domain of private enterprise) (Moemeka 2003, p.149).

A nation that is now liberal or benevolent which has afforded to surrender its electronic media to economic determinism, to a free enterprise, commercial competition, free consumer choice, the processes of demand and supply and free political and cultural use should also through its laws be able to promote rural media deliberately design for development.

Responsive Media as a Communication Model

The responsive broadcasting option is rural media that challenges the former models of communication used both by public service and commercial forms of broadcasting. Communication models relate the basic elements of the communication process and contribute to a better insight into the structure and the flow of these processes. These models differ in their approaches. As reiterates by Alumuku:

After the so-called "linear model", there are also the participatory models. Through the linear or transportation model, a sender encodes a message and sends it via a medium to a receiver who decodes the message. For example, in a conversation, a speaker has ideas or messages he or she wishes to send to the receiver: the speaker puts these messages into the form of spoken words, which are then decoded and made sense of by the receiver (Alumoku, 2006, p.79)

Of course when the receiver decodes the message more or less as the sender sent it and gets the meaning that the sender wanted to send, we say there has been effective communication, that is, a transfer of information without significant distortion. This transfer of meaning or information is what is known as the "transportation" model of communication.

The communication process produces different effects, especially on knowledge, attitude and behaviour. According to early studies of media effect

Escober concludes that planned communication first and foremost affects information then attitudes and only later and in a less degree, behaviour when the audience is exposed to a persuasive campaign with the presentation of a clear position or a clear choice between different alternatives, that audience is assumed to be motivated and interested in moving from learning to developing favourable attitudes, to adaptation of certain behaviour.(Escober, 2005). Since an earlier step was assumed to be a precondition for a subsequent one, this is referred to a "hierarchy" of effects (Pp.218). This study agrees with Escober because a new knowledge or experience leads first to attitude change, then to learning about the preference in order to cognitively support the behaviour. Key factors in the process are the continuous exposure to information and increasing involvement. Without these, the process is likely to stop or not develop fully.

Chaffee and Roser concluded after their research that involvement or participation iskey to knowledge, attitudes and behaviour (Roger 1990,).

Earlier model of communication took for granted that communication was a linear, one way process from sources to destination. However, as McQuail (1990) points out: Recent researches has led to the recognition of interaction, feedback and interpretative features in human communication as well as the significance of the social context (p. 190).

The transportation model was challenged by James Carey (2002), who argued that the main characteristic of this model is the "Transmission of signals over distance for purposes of control". By implication, this one-directional flow was considered inefficient for effective communication to take place. Carey points to the alternative view of communication as a "ritual",

"according to which communication is linked to such terms as sharing, participation, fellowship and the possession of common faith... A ritual view is not directed towards the extension of messages in space, but the maintenance of society in time, not the act of impacting information but the representation of shared beliefs. This ritual (also known as communion) model depends on shared understanding and emotions (Carey 2002, p. 212).

It is celebratory, participatory and decorative rather than utilitarian in aim and it often requires some elements of "performance" for communication to be realised. It is this model of communication as described by Carey that this study views as responsive; responsive to the people who are development hungry; who need change and want to be part of the process of reshaping their own destiny. Such responsive or accessible media channels may include community newspaper or rural press, community radio and rural television viewing centres and cinemas. It is because of community or rural media emphasis (especially radio and television) on horizontal interaction and participation that James Carey's concept of the ritual model which focuses on the image of communion is closer to its core logic. As White points out:

This communion or ritual model of communication is not directed toward the extension of messages in time and space in order to influence, but toward the creation, representation and celebration of shared beliefs (White 2002, p. 213).

If a transmission model of communication centres on the extension of messages across geographical space for purposes of control, a communion view centres on the imagery of the sacred ceremony that draws persons together in fellowship. These models also help to explain practically the reason for the on-going evolution from public radio to private radio which has become necessarily due, largely, to the call for pluralism in the broadcast media.

The Need for Responsive Media

This does not pretend to be a study of the "casual impact" of broadcasting on development or rural area. That is, the study focuses on the NBC and what it has put in place to embolden rural development through broadcasting. It is important to understand however that rural broadcasting in Africa (but not yet pronounced in Nigeria) are attempting to bring about change that are seen, as actually being accomplished. Furthermore, there are good reasons for thinking that participatory media are best because the purpose is to involve the people in the reconstitution of their culture, social relations and activities by their own action.

As opines by Tober:

> The radio does not cause them to change, but opens a space in which the people can change themselves and their relation to the environment. In a person-centred concept of development, the greatest change is not so much the increase in productivity and consumption, but how a person become more of a "person" (Tober 2005, p. 172).

The legislation for community radio in African countries provides the framework for operation of community radio and everything else. There are limitations of the present legislation in Nigeria and suggest how this might be changed to support and better the kind of community radio emerging in the country. Ciboh (2005) asserts that the breaking of broadcasting monopolies in Nigeria came after financial pressures on state broadcasters, combined with local and international lobby groups (p. 41). This political environment also prompted governments to open the airwaves to private operators. In all of these, community radio operators see the need for many changes in the legislation which would strengthen the function of community radio.

The legislation is very clear regarding what role community or rural radio can play in the development of the country. It stipulates that community broadcasting stations should be non-sectarian, non-partisan and not-for-profit but add that commercial advertising is permissible on community broadcasting stations for purposes of sustainability. Furthermore, the legislation points out that at least 70% of programme on all community broadcasting stations should be in local languages and 80% of the programmes should be produced by the station itself. At least 20% of programmes should be those of national interest, which could include relays of the national broadcast news from the FRCN or NTA (Nwanze, 2003).

Through the analysis of these laws, the study attempts to make a contribution to the discourse on empowerment of people within communities which are seeking social, economic, political and religious growth. Rural broadcasting attempts to

change unjust and oppressive social institutions in the rural communities. Rural broadcasting through community radio can create participation and dialogue within communities in Africa. Marginal and less powerful groups such as women, youth, and rural farmers can be brought into community debate. It is helping the relationship between the men and women in the broadcast area of radio and it is bringing together divergent political parties in the Nigerian rural society. Rural broadcasting can reduce crime and insecurity with greater collaboration with all relevant stakeholders. This advocacy is the necessary reason the Nigerian National Broadcasting Commission should reshape its laws to receive broadcasting services that will communicate with (and not to) the people for positive change to take place in their lives.

It is anticipated that community radio in Nigeria and indeed Africa, would struggle and manage to survive following its numerous problems. It has enjoyed relative success in other parts of Africa, there are some common problems plaguing most rural broadcast stations and hampering the overall impact these stations would have on communities. As identifies by Alumuku the first problem is financial. Many stations have difficulty paying the salaries of staff, funding their programme production and administration costs. The problem is especially acute in rural-based stations where advertisements are not always available (Alumuku, 2006, p. 27).

Obviously, the stations which overcome this problem rely on advertisements for sustainability. They also embark on aggressive campaigns for programme sponsorship from government ministries or organisations. For example, the health ministry can sponsor a HIV/AIDS programme or the Food and Agriculture Organization, FAO, sponsoring the agricultural programme on a given station.

The second common problem is that of volunteers, which is also tied to finance. People who are free, and have no jobs give volunteer assistance in many African countries. Since these volunteers have financial needs themselves, they tend to go and leave the station as soon as they have learned how to produce programmes. According to Kasoma, most of these volunteers depend on a meagre pay for their daily needs. When their allowance fails to come through in a given month, their presence may not be guaranteed and this creates problems for programme planners (Kasoma, 2002).

A third problem has to do with the lack of infrastructure in rural African communities with the absence of electricity and reliable transport systems. These put more financial pressure on stations, as they have to buy their generators for electricity supply and purchase buses or vehicles for movement of staff especially for interviews. Be that as it may, rural broadcasting can thrive with the right legislation to cater for these challenges.

Rural broadcasting through community radio can develop educational programmes in Africa to touch the lives of the vast majority of people living in the local areas. Variety of educational programming which include among others health, agriculture, culture, human rights, democracy, religion, peace initiatives, girl child education, security, street children and local music can significantly impact on the people if the NBC make laws that would inspire the broadcasting

organisations such that the people in these communities would feel that, their life situation is improving as a result of the educational efforts of the stations.

Responsive media are participatory in nature and have the potential to bring about change within communities in areas where they are operated. These stations are noted for their strong grassroots support, a policy of preferential option for participation in programme planning and production, a clear volunteer policy and relative economic stability as a result of product management. They are the attraction for this research because they stand out as possible models of communication in Africa, Nigeria in particular, for rural community development.

Rural Media as Responsive Media for Development

The emphasis of community communication is participation. Kasoma argues that for a community newspaper, for example, to be truly effective within the community, its stories, feature articles and editorial have to be put together by the people themselves (2002,). Through that process, members of the community are able to identify the major issues and problems of their community, analyse them to find what options there are towards solving them and take a decision for action. As a process of collective empowerment for social change, communication for community development, therefore, needs to be culturally-sensitive, historically grounded, and multi-faceted, with attention to all the political, social, economic and ideological structures and processes that compromise the society.

Community communication and for our purpose, rural broadcasting is the oil which helps the community development machine to keep running without breaking down. It provides new ideas and it facilitates relationships and promotes collaboration which is necessary for the process of change and development.

Theoretical Underpinning

The Development Communication Theory

This study is anchored on the Development Media Theory. This is a theory of the press which holds that the media in developing nations should be used extensively for the development of the society. It is believed that media messages can be packaged in such a manner as to stimulate a systematic socio-economic transformation of the developing nations in the direction of the model of the industrialized societies. Development Communication Theory of the press favours democratic and grassroots involvement and participatory communication models which give individuals in the society the right to air their views on all issues concerning their development (Daramola 2009). This theory has been developed and so expanded to form a major part of communication study in developing countries called Development Communication. This theory is relevant to this study because any broadcast policies that favour the rural area, invariably; it is the application of the development media principles and by extension, the bottom-line of this work.

Methodology

The study is a survey. The survey method was adopted in the study to accommodate different views of experts in the field of study. To this end, 350 respondents were drawn from the total population that made up the media industry in Nigeria. This total population includes staff of the NBC, broadcast media practitioners and those in the academia especially media studies and mass communication lecturers. Respondents were mainly drawn from the South-South Nigeria because of its developmental challenges despite being the foreign exchange hub of the country. The questionnaire was used as an instrument for data collection and administered by hand. On retrieval, 340 copies of the questionnaire were returned while only 335 were found useful. This amounts to 95 per cent of the total population sampled and 92% success rate of administered questionnaire was recorded. The data gathered were analysed using percentage and frequencies in tables and charts.

Data Presentation and Analysis

Table 1: The broadcast media responsive to the rural people

Responses	Respondents	Percentage (%)
Agreed	24	7.16
Strongly Agreed	50	44.78
Disagreed	150	14.92
Strongly Disagreed	111	33.13
Total	335	100

Table 2: The NBC laws and policies have encouraged the establishment of rural radio and television stations.

Responses	Respondents	Percentage
Agreed	13	3.88
Strongly Agreed	35	10.44
Disagreed	150	44.78
Strongly disagreed	137	40.90
Total	335	100

Table 3: The broadcast media in Nigeria have contributed to the development of the rural area.

Responses	Respondents	Percentage
Agreed	50	14.92
Strongly Agreed	70	20.90
Disagreed	150	44.78
Strongly Disagreed	65	19.40
Total	335	100

Discussion of Findings

From the findings, it can be deduced from the position of the people that the broadcast media are not responsive to the rural people of Nigeria. Over 260 respondents agree that people in the rural areas do not have access to the broadcast media and are not open to radio and TV contents and operations among the rural dwellers. This stance by the respondent answers a fundamental research question 2 of this study which seeks to know if the broadcast media are responsive to the rural people in the area of study. Indeed, radio and television stations in Nigeria pay so much attention to the city and audiences from where they think they can get revenue. Media entrepreneurs do not envisage profit and huge followership for media establishment in the rural areas. similarly, their contents do not sufficiently cover the needs of the rural people, thereby turning the rural people to passive audience who consume whatever is broadcast – that is areas that are privileged to receive the broadcast signals.

The NBC do not have adequate laws and do not encourage the establishment of rural radio and television stations. So said the respondents in table 2 with over 280 respondents attesting to that. This is the application of research question 2 of the study reveals that the NBC has not done much for community radio and rural or community viewing centres to thrive in rural Nigeria. In what looks like an attempt by the formal administration of President Goodluck Jonathan was a statement by the formal President on a national television that the NBC can licence community radio in Nigeria without recourse to the presidency. This posture that was design to abolish unnecessary protocols still did not help matters because after about eight years since the statement was made, this study is still in doubt if there is any true community radio station that has been established in Nigeria. Yet, development of this rural area can be greatly enhanced if the rural people are encouraged to establish their own mass communication channels without interference; a communication system that they can manage by themselves and not for profit. (Moemeka 2009; Alukuku 2013; Kedrehar, 2018).

The media in Nigeria have not contributed to rural development so the findings reveals. Two hundred responds either disagree or strongly disagreed that the media have contributed to development in the rural areas, an amount representing 64 per cent of total respondents sampled. The provisions of this table answers research question 3 of this study and application of the development media theory used in this work. (Daramola, 2009).

Conclusion

The operation and control of the media ought to reach the entire country, including rural communities, in the goal of facilitating the socio-cultural and economic development of the nation. While the Government and capitalist minded individuals have established radio and television stations across different parts of the country without necessarily addressing the discrete community needs and concerns. Certain problems are peculiar to different communities and broadcast stations that can be truly responsive to the rural people need to be deliberately encouraged to thrive.

Since the media in the cities can hardly reach the rural communities, the need arises for the establishment of rural community radio stations in different communities to address the peculiar problems and concerns of such communities. Such rural broadcast media provide the much needed platform for addressing community needs and concerns as well as information, education entertainment for the communities. The strategy is for the rural broadcast media to foster peace and unity, development and social change. Such participatory media are expected to fully involved the rural people where they are located, in planning, scheduling and over all programming and management of the broadcast stations. Media that can be opened to all

will help to revive our positive values and culture and reduce considerably negative foreign influences which have permeated all facets' of our society; local economies of the rural communities would be revamped and improved living conditions of rural dwellers will improve.

Significantly, rural broadcasting would expedite community development, education and democratic values will be enhanced.

Problems such as crime, unemployment, poverty, sanitation, health among others are better discussed through community radio which provides an opportunity and platform for debate on community problems.

Indeed, the NBC law should be strengthened to give priority to the proliferation of rural broadcast outfits that have the capacity to be responsive to the people that need them for their wellbeing, which is the socio-cultural, economic, political development of their lives.

Recommendations

Following the findings of the study, the succeeding recommendations have been provided:

1. The Nigerian government through the NBC should review broadcasting laws to encourage genuine radio and television stations that can deliberately attend to the idiosyncrasies in the rural Nigeria.
2. Government should encourage development or change agents; NGOs and farmers' corporative within communities to come together and establish rural broadcast stations as community radio for their wellbeing.
3. Nigeria should join the growing number of African counties as South Africa, Namibia, Tanzania, Ghana and Benin Republic, that have fully embraced the policy and are now implementing community radio at different stages of their development

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THE IMPACT OF BRILA FM'S SPORTSCASTING IN PROMOTING NIGERIA PROFESSIONAL FOOTBALL LEAGUE

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Abstract

This study examined the impact of Brila 88.9 FM in promoting the Nigeria Professional Football League (NPFL). The main objective of the study is to find out the extent at which Brila 88.9 FM through its broadcasts has contributed to the development of NPFL. Copies of questionnaires were distributed to 400audience of the station who were purposively selected from Mushin Local Government Area of Lagos State. 386 of these questionnaires were properly filled, retrieved and analysed. According to the findings of this study,55.5% respondents agreed that NPFL is given as much prominence as other leagues on Brilla 88.9 FM. 57.8% respondents affirmed that Brila 88.9 FM infuses NPFL information in its major sports programmes, 51.5% respondents attested that apart from radio sports broadcasting, Brila 88.9 FM promotes the NPFL in other platforms such as social media, and 45.5% respondents also agreed that apart from radio sport broadcasting Brila 88.9 FM promotes the NPFL in other platforms such as outdoor events. However, 41.2% respondents attested that Brila 88.9 FM does not really do live coverage of NPFL matches. The results of this study proved that media play a vital role in sports development. The study then recommended that Brila 88.9 FM should put more efforts towards live broadcast of the NPFL matches and NBC should give license to more sportscasting stations in order to ensure adequate sports information communication which will increase the popularity of the Nigerian topflight football league.

Keywords: Brila 88.9 FM, Football, Sportscasting, NPFL, Sports

Introduction

The viewership of European football leagues such as: English Premier League (EPL), LaLiga of Spain and Serie A of Italy over Nigeria Professional Football League (NPFL); The support for foreign clubs such as Arsenal, Barcelona, Chelsea, Juventus, Manchester United, PSG (to mention a few); andthe die-hard support for star players such as Ronaldo, Messi, Neymar, and Sergio Ramos among Nigerian football fans who do no not seem to know much about the local leagues or source information about the NPFL is a major issue which has generated a lot of talking points both in the past and present day, especially on sports broadcast programmes.

During the European league season, viewing centres are filled with fans who leave the comfort of their homes to watch the games among strangers, while NPFL

matches are hardly even shown at the viewing centres because of the lack of interest among fans to watch the games. In order to get football fans to pay more attention to NPFL, sportscasting media houses such as Brila 88.9 FM are expected to create awareness about the league in their programming as much as they do with European leagues in contributing to the development of Nigerian football.

Unlike other radio stations in Nigeria where specific time out of their busy schedule is allotted to sportscasting, Brila 88.9 FM was established and licensed to broadcast fully in sport. Brila through its *sportainment* culture reports the major aspect of sports such as scores, the players, goal/points scorers, injuries and casualties, results of previous meeting(s) between two players/teams, and happenings from the training grounds etc.

As the first and only all-sports radio station in Nigeria, Brila 88.9 FM has contributed in making the Nigeria Professional Football League (NPFL) known through the inclusion of its contents in major programmes and also creating radio programmes mainly for reporting the NPFL, most especially in southwest Nigeria. This study then seeks to determine the extent at which Brila 88.9 FM through itsprogrammes has been able to divert people's attention to the Nigeria Professional Football League (NPFL),with specific research questions to:

i. To what extent does Brila 88.9FM promote the development of the Nigeria Professional Football League (NPFL)?
ii. How has listenership on Brila 88.9FM increased NPFL followership?
iii. What are sports fans' perception of NPFL contents on Brila 88.9FM?

Literature Review

Nigeria Professional Football League (NPFL)

Ligon (2007) noted thatthe advent of football in Africa could be traced to European arrival and colonial era. As per Griffin (2017), the foundation of Nigeria Football Federation in 1945 was influenced the needfor Nigeria to meet-up and bea major soccer contender at the universal level. Since independence in 1960, Nigeria has participated in global competitions such as the World Cup, Olympics, AFCON and held its own proficient national competitions.

In 1990, Nigeria's first professional league was launched. The emergence of the professional football league in Nigeria was as a result of bad performance and terrible execution of Nigeria footballers at international stage (Okpala-Okaka, 2014). The name NPFL was given to it in 2013 after it has been changed several times.

The Nigeria Professional Football League (NPFL) is the topflight league of Nigeria Football Federation (NFF), with the 20 contenders (clubs) in every football season. The NPFL runs 38 match days a season. The four clubs at the bottom of the league's table relegate at the end of the season while four other clubs gain promotion from the second division, Nigeria National League (NNL) to replace the relegated ones. The top 3 teams at the end of the season in conjunction with the winner of the Federation Cup (making 4 teams) participates in CAF Champions League and CAF Confederation Cup which includes other African top football clubs.

The league is managed by the League Management Company (LMC), in order to ensure commercial viability, professionalism and enhanced standards of the matches.

According to the league's official website (npfl.com), 80 percent of NPFL clubs are state-owned, while new regulatory requirements make at least 50 percent equity in these clubs available to private investors.

NPFL matches enjoy media coverage with the help of its media partnerSupersport (Africa's biggest sports pay-per-view TV channel), Beat 99.9 FM, Brila 88.9 FM, Radio Nigeriaetc.

Brila 88.9 FM

Brila 88.9 FM was founded by an ex-Radio Nigeria sportscaster. Larry Izamoje on October 1, 2002, in Lagos. The station was licensed by National Broadcasting Commission (NBC) to broadcast fully in sports. Brila broadcasts sports programmes with rich contents and also have an agreement with notable organizations like SkySports News Radio UK and Team Talk UK for advancement and programmes enrichment.In 2007, the station extended in its sportscasting business by establishing another station in Abuja, followed by the launching of two other stations in Kaduna and Onitsha in 2011. These 3 other sister-stations established in Abuja (Middle belt), Kaduna (North) and Onitsha (East) has improved their outreach.

According to the information gotten from National Broadcasting Corporation (NBC), Brila 88.9 FM is Nigeria and Africa's pioneer sports radio. Till today, Brila remains Nigeria's only licensed and fully functional sportscasting FM station. The station has extended its sportstainment culture to online platforms where fans can listen online and also a YouTube channel (Brila Sports TV) where studio actions can be livestreamed.

Apart from sportscasting, the organization likewise publish Sports People International Magazine and own a printing press in Lagos (Brila Press).

Sportscasting: A Conceptual Review

Sportscasting, often referred to as Sports broadcasting is the transmission of sports activities to a dispersed audience through radio and TV. Transmitting sports broadcast to the widespread audience is not a new thing as it has been acknowledged to have a strong impact on the development of sports. It requires the service of sportscasters i.e., broadcast professionals who report sporting events through radio and television. Sportscasters are professional sports broadcasterswho cover and report sporting events, using varieties of media outlets such as television, radio and the internet (Sokanu.com, n.d).

The field of sports broadcasting is a wide profession as the job varies. Some people specialize in providing contents while some run commentaries. Angst (2017) shed more light on this by listing the following professions of sports broadcasters:

i. Announcers, Commentators, and Reporters
ii. Audio and Video Technicians

iii. Camera Operators
iv. Graphics and Replay Technicians
v. Producers and Directors
vi. Spotters and Statisticians
vii. Stage Manager
viii. Technical Director

Any sportscaster who plans to prevail in this profession needs to comprehend the multifaceted manners by which the business really operates and functions. There are tricks and terminologies, and before you can ever get a foot in the entryway, you'll need to learn them.

Roles of Sportscasters

Some other roles of sportscasters and reporters as suggested by Ekeanyanwu, Ofulue, Bel-Molokwu, and Onwubere (2012) are listed below:

i. A good sportscaster should be able to bring the players, coaches, and administrators closer to the public and fans in particular. Check out the popular players, coaches, and administrators and you will find that their popularity is often connected to favorable media coverage.
ii. Sports reporters could also act as the watchdog over the players, administrators and coaches to avoid and help expose embarrassing behaviour associated with sportsmen and women.
iii. One of the primary roles of sportscaster is to beam their searchlight on negative boardroom politics that could hamper sports development.
iv. Sports reporters must see to the end of a game and make sure accurate and unbiased account of such games is published timely.
v. It is one of the core roles of sportscasters to analyze game situations before and after the games to help build excitement and sense of fulfillment respectively in the fans.

Theoretical Framework

Agenda-Setting Theory

Agenda-setting was propounded by Max McCombs and Donald Shaw in 1972. The theory contends that the mass media have an effect on masses by picking certain issues and neglecting others. Individuals tend to give careful consideration to those issues as indicated by the order of priority set by media. Therefore, the media sets agenda for masses, which helps in acquiring a subjective change in individuals i.e., it outlines for individuals what to think.

As indicated by the proponents, Agenda-setting theory rests on two basic assumptions:

i. The first assumption states that the media filters, then shape reality than simply reflecting it. For instance, news stories are not displayed sequentially or as per the number of individuals affected by them, but rather in an order of request

that a producer or editor decided to be the most "electrifying," or most appealing to the audience.

ii. The second assumption states that the more attention the media gives to certain issues, the more likely the public will be to label those issues as vital ones. In other words, agenda setting does not really tell individuals how they should contemplate certain issues, but rather what issues they should consider.

Emmanuel, Ifeduba and Olamide Bolarinwa (2016) reaffirmed the above bysummarising the basic assumptions that underlie most studies on agenda-setting theory that, the media do not reflect reality since they filter and shape it; and tend to focus on a few issues and subjects driving general public to see those issues as more vital than different issues not so presented.The essential fundamental of this theory according to Anaeto, Onabajo and Osifeso, (2008) and Denham, (2014) is that the media takes up an issue and puts it to the public by informing the people what to think about as opposed to advising what to think. In other words, media educate their audience what to think about by providing and recommending points to discourse; and, at another level, reveal to them how to consider the subjects.

In this way, agenda setting theory also reinforcethe perspective of media literacy. Through sports programmes, Brila 88.9 FM can provide an excellent platform to people on what to think about when it comes to the Nigeria Professional Football League and create awareness which will also increase the league's followership.

Review of Empirical Studies

Power, Mohamud, McRoy and Robinson (2019) did 'an analysis of sports talk radio's effect on social issues.' The objective was to study how sports radio coverage of current social issues impact consumers' perception of social and civil issues. 2,734 undergraduate students of private faith-based university in the Midwest were asked to complete a survey via Survey Monkey. Findings showed that sports radio has a large presence in media today; as it has expanded from discussing not only sports but also relevant topics happening in the world today. The researcher concluded with the fact that large numbers of sportspersons in the United States are celebrated and loved by their fans. The fans are often participating in sports talk shows through messages, phone calls and also via the social media. However, when these same athletes participate in social issues that affect their communities, the discussions on the radio shows focuses on the athletesrather than the sports themselves.

Gulam (2016) studied the role of mass media in sports communication. The article examined the different tactics used by the mass media ininteracting with various sports. The research findings related to content analysis of the media indicated that, sports at the local level did not receive the required attention as that of the global sports. It was concluded that the media have established a considerable capability to influence the character and development of sports.

Okpala-Okaka (2014) in a study titled 'a comparative study of Nigerian newspapers coverage of English premier league (EPL) and Nigeria Premier League

(NPL)' did a comparative study of Nigeria newspapers' coverage of EPL and NPL now NPFL (Nigeria Professional Football League). In the researcher's statements, the media in Nigeria give more coverage to EPL matches than NPL matches in terms of quality and quantity. He also noted that consistently increase in popularity of EPL in Nigeria lies in the advanced nature and quality of the matches. Content analysis approach was embraced for the study to answer the research questions brought up in the work. 42 newspapers were sampled from a population of 915. The research was restricted to 2011/2012 football season (i.e., between August 1, 2011 to May 31, 2012) and the sports segments of The Guardian, Vanguard, and The Punch newspapers). This research uncovered that these newspapers under-report NPL as far as quality and quantity are concerned. It was additionally revealed from the research that these adopted the master-apprentice frame in reporting the two leagues. Their reportage of EPL matches and other events mirrored an amusement with brilliant artfulness anticipated from a global leagueand the portrayal of NPL events reflected a diversion as yet endeavoring to pick up its ground in the professional football league. Along these lines, the study recommended that Nigerian government should privatise NPL to pave way for fruitful businessmen who have made it in the business world to invest in the league so the amusement will develop. This in return, will draw-in sponsors and media to supports NPL in a more powerful way.

Lawal (2014) reviewed ‘sport development; the Nigerian way' and set out to check Nigerian way of improving its sporting activities. The researcher found out that great nations of the world exercise supremacy over others through their sports development strategy and it has led to incredible sports performance and achievements. In the researcher's words, effective sports development as therefore requires variables like sports policy, sports program, sports funding, sports personnel, sports facilities, and sponsorship. The level at which these factors are met can influence the effectiveness of any sports development. According to this study, two distinguishing features of the Nigeria sports framework are its central organization and its employment for some specific socio-political target. It is against this backdrop that this study identified the politicisationof sports which parallels sports development in the enhanced role of sports and conversely with developed countries sports system and management.

Awoma and Boye (2013) in their study of ‘sport marketing as a predictor of sports development in Edo state, Nigeria, West Africa' examined if the marketing of sports is a predictor of sports development in Edo State, Nigeria. *Ex-post facto*research design was adopted in this study and the main research instrument adopted was a modified closed-ended Likert type of questionnaire which was validated. Crombach Alpha was used to determine the reliability and consistency of the questionnaire and 0.84 was obtained. Also, the data analysis was done using regression statistical analysis set at 0.05 alpha levels. The result gotten was that sports marketing did not essentially predict sports advancement in Edo State, Nigeria ($B=-.042$, $t = -336$, sign. $T = .690$, $P<0.05$). The researchers recommended that sports sponsorship should to be the motivational factor by the government.

Marketing strategies should be to support individual or business person to develop an interest in sports.

Akarah (2012) conducted a closely related study in 'conceptual model for effective sports marketing in Nigeria' also researched on sports marketing in Nigeria. According to this research study, the reasonable model for successful sports marketing in Nigeria recognises sports producers that are impacted by financial factors, charges that are affected by the sports market mix and sport fans that are impacted by psychology factors and noted that; if the Nigeria government hands off the financing of sports and gives a fitting lawful and regulatory condition/environment for private investors as well as develop an effective programmes transfer technology to quicken local or creation of sports, and entertainment facilities, the sport sector would help in the accomplishment of the vision 2020 objectives (to improve the standards of Nigerians and place the country among the Top 20 economies in the world with a minimum GDP of $900 billion).

Mass media sports coverage: for football development in Nigeria was also reviewed by Nji (2008) to examine the level of mass media sports coverage in terms of information dissemination, spectatorship participation and commitment to change of football facilities and to the development of football in Nigeria. Cross-sectional survey research design was utilized and 300 adults were sampled for the study. The research instrument was a 16-item Likert type questionnaire. The research findings showed that the mass media adequately report football events and spectatorship participation. It was also revealed that mass media contributed to the improvement of football facilities in Nigeria.

Methodology

This study adopted survey research design. The study area was Mushin Local Government Area of Lagos Statewhich has a population of 631,857 residents (NPC, 2006; City Population, 2020). The rationale for this selection is that, Mushin is one of the most populated part of Lagos which houses the immediate audience of Brila 88.9 FM.It was also selected for the researcher's conveniency. The respondents of this study are fans and lovers of the NPFL who alsolistens to Brila 88.9 FM. Using Yaro Yamane's sample determination technique, the sample size for the study was 399.7. The researcher however purposively selected 400 respondents for the study.

Data Presentation and Analysis

For the purpose of this study, 400 questionnaires were administered to fans of Brila 88.9 FM who also supports the Nigeria Professional Football League in Palm Avenue, Isolo Road, LUTH Road, and Wey Street in Mushin Local Government Area of Lagos State. However, the researcher was able to retrieve a total of 386 properly filled questionnairesout of the 400 distributed. These represent 96.5% of the total.

Table 1. To what extent does Brila 88.9FM promote the development of the Nigeria Professional Football League (NPFL)?

Statements	SA (%)	A (%)	D (%)	SD (%)	U (%)
Brila 88.9 FM infuses NPFL information in their major sports programmes	117 (30.3)	106 (27.5)	34 (8.8)	39 (10.1)	90 (23.3)
Apart from radio sport broadcasting Brilla 88.9 FM promotes the NPFL in other platforms such as social media	98 (25.4)	101 (26.1)	45 (11.7)	50 (13.0)	92 (23.8)
Apart from radio sport broadcasting Brilla 88.9 FM promotes the NPFL in other platforms such as outdoor events	86 (22.2)	90 (23.3)	51 (13.2)	62 (16.3)	97 (25.0)
Brila 88.9 FM often do live coverage of NPFL matches	41 (10.6)	66 (17.1)	106 (27.5)	53 (13.7)	120 (31.1)
Fans are allowed to participate through phone calls when NPFL centered programmes are being aired	109 (28.2)	118 (30.6)	31 (8.0)	25 (6.5)	103 (26.7)
Fans are allowed to participate through messages when NPFL centered programmes are being aired	104 (27.0)	117 (30.3)	21 (5.4)	18 (4.7)	126 (32.6)
Brila 88.9 FM often analyze NPFL matches before and after the matches	44 (11.4)	51 (13.2)	104 (27.0)	99 (25.6)	88 (22.8)
Ex-players and ex-coaches are being invited to shed more lights on issues concerning the NPFL	102 (26.4)	97 (25.1)	81 (21.0)	85 (22.0)	21 (5.4)
Players and coaches are interviewed before and after matches and also during programmes to know what tending about the NPFL	98 (25.4)	113 (29.3)	55 (14.2)	53 (13.7)	67 (17.4)

Source: Field Survey, 2021

According to the Table above, 57.8% respondents affirmed that Brila 88.9 FM infuses NPFL information in its major sports programmes, 51.5% respondents attest that apart from radio sports broadcasting, Brila 88.9 FM promotes the NPFL in other platforms such as social media, and 45.5% respondents also agreed that apart from radio sport broadcasting Brila 88.9 FM promotes the NPFL in other platforms such as outdoor events. It can also be seen that 27.7% either strongly agreed or agreed that Brila 88.9 FM often do live coverage of NPFL matches compared to 41.2% respondents who disagreed. Also, fans' participation is strongly allowed on Brila 88.9 FM anytime NPFL programme is being aired. This analysis shows that Brila 88.9 FM promotes the development of the Nigeria Professional Football League (NPFL) on social media, outdoor events and even go to the extreme by infusing its

contents in their major sports programmes. The only exception is that the station does not really do live coverage and analysis of the matches.

Table 2. How has listenership on Brila 88.9FM increased NPFL followership?

Statements	SA (%)	A (%)	D (%)	SD (%)	U (%)
Through Brila 88.9 FM programmes, I get to know what's new about the Nigeria Professional Football League	91 (23.6)	93 (24.1)	70 (18.1)	61 (15.8)	71 (18.4)
I listen to live transmission of NPFL matches on Brila 88.9 FM	14 (3.3)	10 (2.6)	178 (46.1)	94 (24.4)	90 (23.0)
Listening to NPFL information on Brila 88.9 FM has increased my level of support for the league	114 (29.5)	64 (16.6)	70 (18.1)	65 (16.8)	73 (18.9)
NPFL news on Brila 88.9 FM keeps me updated with the league	85 (22.0)	82 (21.2)	66 (17.1)	73 (19.0)	80 (20.7)
Constant NPFL information that I hear on Brila 88.9 FM makes me watch the matches the more	120 (31.0)	117 (30.3)	23 (6.0)	29 (7.5)	97 (25.1)

Source: Field Survey, 2021

As analysed in the table above, 47.6% in the affirmation of 23.6% strongly agreed and 24.1% agreed they get to know what's new about the NPFL through Brilla 88.9 FM programmes. 46.1% of the respondents either agreed or strongly agreed that listening to the NPFL information on Brila 88.9 FM has increased their level of support for the league. 31% of the respondents strongly agreed that constant NPFL information that they hear on Brila 88.9 FM makes them watch the matches the more while 30.3% also agreed to the statement. This shows that, listenership on Brila 88.9FM increased the followership of the NPFL.

Table 3.Sports Fans' perception of NPFL contents on Brila 88.9FM

Statements	SA (%)	A (%)	D (%)	SD (%)	U (%)
NPFL is well presented on Brilla 88.9 FM	70 (18.1)	99 (25.6)	95 (24.6)	55 (14.2)	67 (17.3)
NPFL is given as much prominence as other leagues on Brilla 88.9 FM	100 (26.0)	114 (29.5)	33 (8.5)	42 (10.9)	97 (25.1)
The inclusion of NPFL contents in Brila 88.9 FM programmes will make the league more popular	75 (19.4)	82 (21.2)	66 (17.0)	81 (20.9)	82 (21.2)
The inclusion of NPFL contents in Brila 88.9 FM is responsible for followership of the league	94 (24.4)	105 (27.2)	60 (15.5)	61 (15.8)	66 (17.1)
The constant inclusion of NPFL contents on Brila 88.9 FM programmes encourages me to follow the league	86 (22.2)	77 (20.0)	90 (23.3)	66 (17.1)	67 (17.3)

Source: Field Survey, 2021

From the analysis above, a total of 169 respondents which represents 43.7% in the affirmative of (strongly agree and agree) answered that NPFL is well presented on Brila 88.9 FM. The table described that a total of 214 (55.5%) respondents in the affirmative of (26% strongly agree and 29.5%) answered that NPFL is given as much prominence as other leagues on Brilla 88.9 FM. 40.6% respondents either strongly agreed or just agreed that inclusion of NPFL contents in Brilla 88.9 FM programmes will make the league more popular. The table also indicates that a 22.2% strongly agreed, 20% agreed in the affirmative of (42.2%) respondents believed that constant inclusion of NPFL contents on Brilla 88.9 FM programmes encourages them to follow the league.

Discussion of Findings

This section contains the discussion of analysis above. Data accumulated from the research questions were analysed using the Statistical Product and Service Solutions (SPSS), while the result was presented using frequency tables.

Research Question 1: To what extent does Brila 88.9 FM promote the development of Nigeria Professional Football League (NPFL)?

Table 1 revealed the extent at which Brila 88.9 FM promote the Nigeria Professional Football League (NPFL) through its programming. The finding showed that Brila 88.9 FM infuses NPFL information in their major sports programmes as confirmed by 57.8% of the respondents. 51.5% respondents attest that apart from radio sports broadcasting, Brila 88.9 FM promotes the NPFL in other platforms such as social media, and 45.5% respondents agreed that Brila 88.9 FM promotes the NPFL in other platforms such as outdoor events. According to this analysis, Brila 88.9 FM rarely does live coverage of NPFL matches as confirmed by 27.7% respondents against 41.2% who disagreed. Also, a total of 58.8% either by strongly agree or agree attest to it that fans are allowed to participate through phone calls when NPFL centered programmes are been aired, and 57.3% respondents attest to it that fans are allowed to participate through messages when NPFL centered programmes are been aired. The study also showed that Brila 88.8 FM allows fans participation whenever NPFL programmes are on. On the aspect of match analysis, 52.6% respondents disagreed that Brila 88.9 FM often analyse NPFL matches before and after the matches. As gotten from the analysis in this study, 51.5% respondents agreed that ex-players and ex-coaches are being invited to shed more lights on issues concerning the NPFL. Also, 54.7% respondents testified that players and coaches are interviewed before and after matches and also during programmes to know what's tending about the NPFL. This shows that Brila 88.9 FM invites important personalities for interviews on matters that have to do with the NPFL.

In agreement with these is Gulam (2016) who indicated that, sports at the local level do not receive the required attention as that of the global sports and concluded that the media have established a considerable capability to influence the character and development of sports.

Research Question 2: How has listenership on Brila 88.9 FM increased NPFL followership?

Table 2 was used to analysed how listenership on Brila 88.9 FM increased NPFL followership. From the findings, 47.6% respondents get to know what's new about the NPFL through Brilla 88.9 FM programmes, Also, 43.2% respondents agreed that NPFL news on Brilla 88.9 FM keeps them updated with the league, and 61.3% of the respondents agreed that constant NPFL information that they hear on Brila 88.9 FM makes them watch the matches the more. This is in-line with the findings of Power, Mohamud, McRoy and Robinson (2019) which stated that radio coverage of sports and trending social and civil issues impact consumers' perception of such issues. The study also concluded that such coverage will attract fans participation through phone calls, messages and social media which will in return increase their knowledge of the sports.

A total 5.9% respondents listen to live transmission of NPFL matches on Brilla 88.9 FM compared to 71.1% who does not and 23% respondents who were undecided in their response. This shows that most of the respondents don't listen to live transmission of NPFL matches on Brila 88.9 FM. This is however due to the fact that the station does not transmit live matches.

Research Question 3: What are sports fans' perception of NPFL contents on Brila 88.9FM?

Table 3 examined fans perception on the inclusion of NPFL contents on Brila 88.9 FM. The findings showed that 43.7% respondents in the affirmative of (strongly agree and agree) answered that NPFL is well presented on Brila 88.9, a total of (55.5%) respondents in the affirmative of (26% strongly agree and 29.5%) answered that NPFL is given as much prominence as other leagues on Brilla 88.9 FM, 40.6% respondents either strongly agreed or just agreed that inclusion of NPFL contents in Brilla 88.9 FM programmes will make the league more popular, 51.6% respondents believed that inclusion of NPFL contents in Brilla 88.9 FM programmes has to do with how people follow up with the league, 42.2% respondents believed that constant inclusion of NPFL contents on Brilla 88.9 FM programmes encourages them to follow the league against 40.5% who believed otherwise. It can be said that a high percentage of the respondents are satisfied with the information they received about the NPFL on Brila 88.9 FM.

Conclusion

This research proved that media play a vital role in sports development. The findings of this research further support the claim that there is a symbiotic relationship between the media and sports.

Brila 88.9 FM is performing its duty by giving prominence to NPFL through its programmes also to the extent of promoting the league through social media and

outdoor events. However, the station is lagging behind when it comes to live coverage of NPFL matches.

Recommendations

Based on the findings of thisstudy, the followings are the recommendations made by the researcher:

i. The NPFL should ensure complete privatization of the league as most clubs are state-owned. As discovered in this study, club's financial capability affects the followership the most. Private organizations and individuals with financial prowess should try and invest the league.
ii. The NPFL should make live matches available on local television stations toensure that fans who have no access to or cannot afford Pay-Per-View TVget the chance to watch the league matches.
iii. It is recommended that every activity of the NPFL i.e., matches and results, coaches and their players, teams, awards and other events, be promoted on all media platforms.
iv. It is also recommended that successful Nigerian footballers who have made their names overseas be recruited by the NPFL body.
v. Nigerian government through the relevant institutions and regulatory bodies should give license to more sportscasting stations in order to develop all kinds of sports in Nigeria especially at the grassroots level.
vi. According to this study, Brila 88.9 FM as the only fully pledge sportscasting station in Nigeria has influenced people's acceptance of the NPFL positively through its sportainment culture but still lag behind when it comes to live coverage of the league matches. The station should fill this gap by putting more efforts towards live broadcast in order to stamp what is being said in one of their jingles which says "Brila FM, a complete deal."

Suggestions for Further Studies

This study which investigated the 'impact of Brila 88.9 FM in promoting the Nigeria Professional Football League (NPFL) serves as a basis for further researchers who may want to carry out similar studies in the nearest future.

The findings of this study showed that Brila 88.9 FM has been able to divert people's attention to the Nigeria Professional Football League (NPFL), but this is in contrary with reference to the low supports of respondents to NPFL activities, attendance at match venues and football viewing centresin Southwest Nigeria. Similar studies may be conducted in other parts of the federation so as to bring about improvement in Nigeria Professional Football League (NPFL).

Also, further studies may content-analyseBrila88.9 FM programmesor/and other sportscasting stations such as NTA Sports to affirm their supports for NPFL and probably conduct interviews with sportscasters, players, management crew and media officers of different NPFL clubs.

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ROLE OF DEVELOPMENT COMMUNICATION IN SUSTAINABLE LAND AND WATER MANAGEMENT PRACTICES AMONG KADUNA NORTH COMMUNITY, KADUNA STATE, NIGERIA

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Abstract

The role of development communication in achieving sustainability in the use of land and water management practices can never be over emphasized. This is because water is considered as the most critical resources for sustainable agricultural development in the world. The need for effective use of land is the outcome of great agricultural practices can eventually leads to the development of communities. This research considered some problems associated with the use of land and mismanagement of water in two communities HayanBanki and RafinGoza both in Kaduna North Local Government Area using selected agricultural development radio programmes on Raypower 106.5 FM and Capital Sound FM in Kaduna to address issues of land sustainability and water management practices in these communities. The research adopts the focus group discussion method (FGD) to examine the knowledge of the people on the effective use of land and the management of water resources at their disposal for great agricultural output. The study found that development communication plays a significant role in agricultural practices of these communities through radio programmes and recommends that the media should give attention to agricultural related programmes that will lead to sustainable land and water management practice in Kaduna North Local Government areas of the state.

Keywords: development communication, sustainable land and water management practices, community radio, development program

Introduction

Water is important in every facet of life. While there are sufficient freshwater resources at the global level to enable continued agricultural and industrial development, the long-term sustainable use of water resources is of growing concern (food and Agriculture Organization, 2015). In recent time, the issue of sustainable land and water management for agriculture practices has become worrisome considering the intrinsic disparity in water quality and availability across regions. Whereas there is no record of water shortage around the world, but the disparity across region has no doubt led to shortfall in some regions that suffer the

consequences of unmet demand due to infrastructure or institutional inadequacies (FAO 2017).

Agriculture is a primary target for policies that move the sector towards sustainable management of water as it uses about 70% of the world freshwater. Given that the current global population estimated to about 7 billion, with the projection that this population will increase to 9 billion by 2050 means that the demand for food and water, not only for agricultural use but also to meet other demands like drinking, sanitation demands will also increase (OECD, 2010).

Achieving food security through agricultural practice to boost productivity to sustain the anticipated growth in population could quite be challenging without efficient management land and water resources. To achieve this, the importance of development communication in sustainable land and water management in agricultural practices cannot be underestimated. One of the ways to achieving this is the use development communication programmes through community radio service in order to enlighten land and water users on best ways to effectively utilize these resources for optimal productivity.

The use of development communication through community radio services to fast-track growth in agricultural production needless to say can never be over emphasized because sustainable land and water management practices are considered as critical resources around the world which have over the years impacted significantly in community development. Land and water are not only essential for agricultural practices, they also form significant aspects of industrial and economic growth as well as crucial part of the environment that impacts on health and nature conservation.

Thus, with the rapid growth of population along with the extension of irrigation agriculture, industrial development and climate change are affectingthe quantity and quality of the natural system. As a result of the increasing challenges man has begun to realize that there is a need to adopt an approach to will improve both the quantity and quality of water and other natural resources. As such, the need for a consistent policy of rational management of water resources has become evident in which development communication is eminent in land sustainability and effective water management practices for community development through community radio programmes.

Study Area

Kaduna North is a local government area in Kaduna state, Nigeria with headquarters in the town of Doka, It has an area of 72 km^2 and a population of 492,100 (2016 projection). The area has a mixed of population, but the major dominants ethnic groups are the Hausas, the major religion is Islam, and the local government is under the jurisdiction of Zazzau emirate. The area comprises of 626 hectares of land area, and it comprises of the following districts: Doka, Gabassawa, Kawo; and UngwanShanu. The local government was introduced in 1991 from the former Kaduna local government, it is centered within the state (Kaduna) bordered

by Chikun local government of the South-eastern of the state, at the South west as well as Igabi local government area (North West). Kaduna north consists of the following settlements: Kawo, SabonKawo, Hayin Banki, Rafin Guza, UnguwanDosa, Badarawa, Malali, UnguwanRimi, UnguwanYero, UnguwanKanawa, Kabala, Abakpa, UnguwanShanu, Central Business District (CBD) and Kwaru. Kaduna North plays an important role in the production and encourage of agricultural/natural resources such as fertile land, streams and rivers.

Objective of the Study

a. Find out the level of awareness and knowledge of community members on development programs on agricultural practice in the media.
b. Determine the effectiveness of these programs in enhancing the development process ofland and water management in Kaduna North.
c. Examine ways development programs can facilitate effective use of land and water sustainability in Kaduna North.

Research Questions

a. What is the level of awareness and knowledge of community members on development programs on agricultural practice in the media?
b. How effective is the role of communication in enhancing the development process of land and water management?
c. How can development programs facilitate efficient use of land sustainability and water management?

Literature Review

Sustainable land and Water Management in Agriculture Practices

According to Chikaire, Nnadi, Anaeto, Ejiogu-Okereke, & Anyoha (2012) agriculture is a major user of land and water resources. It contributes about 14 billion hectares to crop cultivation and 2.5 billion hectares for pastoral use. Also, 4 billion hectares is forested land, 5 percent of which is used for plantation forestry on this land, 2 billion metric tons of grains are produced yearly for food and feed, providing two-thirds of the total protein intake by humans. Also over 200 billion hectares of arable land is under irrigation, using 2,500 billion cubic meters of water annually, representing 75 percent of fresh water withdrawn from aquifers, lakes, and rivers by human activity (Tubiello, Schmidhuber, Howden, Neofotis, Park, Fernandes & Thapa, 2008).

Given the estimated increase in global population of 9 billion people by 2050, agriculture may tend to undergo certain challenges arising largely from the need to increase the global food and timber supply. To successfully overcome these problems will require a steady stream of technical and institutional innovations to safeguard food security and maintain ecosystem services, including mitigation strategies that provide carbon sequestration, and offsets under sustainable land and water management (Chikaire, Nnadi, Orusha, and Onogu 2012). Improving

agricultural productivity, as well as conserving and enhancing natural resources, such as water, is an essential requirement for farmers to increase global food supplies on a sustainable basis. While the role of smallholder farmers and their families in increasing agricultural productivity growth sustainably is critical, it is pertinent to know that farmers are at the centre of any process of change involving natural resources as such need to be encouraged and guided, through appropriate incentives and governance practices, to conserve natural ecosystems and their biodiversity, and minimize the negative impact agriculture can have on the environment (FAO, 2017).

Sustainable water management in agriculture aims to match water availability and water needs in quantity and quality, in space and time, at reasonable cost and with acceptable environmental impact. Its adoption involves technological problems, social behavior of rural communities, economic constrains, legal and institutional framework and agricultural practices. The ever-increasing demand for water in Nigeria where only 33% of the population do not have access to portable drinking water remains a serious challenge (Voice of America, 2019).The decline in quantity available for use especially in the arid parts of Northern Nigeria impels the identification of a range of options for the optimal and beneficial use of basin waters whether surface or underground the competing demand for drinking water, irrigation, ecosystem management, biodiversity and grazing raises the question of whether priority of uses can be established, and if so what criteria should be employed for achieving this end (Ajiboye, Olaniyi & Adegbite, 2012). Many parameters like crop growth stage and its sensitivity to water stress, climatic conditions and water availability in the soil determine when to irrigate or the so-called irrigation frequency. However, this frequency depends upon the irrigation method and therefore, both irrigation scheduling and the irrigation method are inter-related. Today the competition for scarce water resources in many places is intense. The lack of water is thus a constraint to producing food for hundreds of millions of people. Agriculture is central in meeting this challenge because the production of food and other agricultural products takes 70% of the freshwater withdrawals from rivers and groundwater, but the problem of sustainable water resources for agricultural use if not managed can create a great consequences than envisaged. However, the hope lies in closing the gap in agricultural productivity in many parts of the world and in realizing the unexplored potential that lies in better water management along with non-miraculous changes in policy and production techniques. The world has enough freshwater to produce food for all its people over the next half century. But world leaders must take action now—before the opportunities to do so are lost. It is also important to note that75% of the food needed over the next decades could be met by bringing the production levels of the world's low-yield farmers up to 80% of what high-yield farmers get from comparable land which can be achieved by better water management

The Role of Development Communication in Agricultural Practices

The success of agricultural development programmes in developing countries depends largely on the nature and extent to which the mass media is used to mobilise people for development (Ango, Illo, Abdullahi, Maikasuwa, & Amina (2013) cited in Mugwisi (2015). This means that the media offers unique opportunities to disseminate information and can play an important role in informing citizens about social, academic, and economic issues, amongst others, the same can be said about the agricultural sector (Mugwisi, 2015).

Take for instance radio, which is considered to be a cheap medium, no doubtenjoys a wide range of information, even among rural and less literate people who have access to fewer information resources. Effective communication of new research findings and technologies in agriculture to rural farmers using the media is a promising strategy for increasing agricultural productivity (Abubakar, Ango, & Buhari, 2009).Thus the media play an important role in the development communication because they enable the circulation of knowledge, provide forums for discussion of issues, and teach ideas and skills that are essential for the creation of a better life (Obidike 2011; Choudhury, 2011; & Kapoor, 2011).

According to Mundy & Sultan, (2001), information relates to every facet of human life and is an important part of any development activity that must be available and accessible to all. They argued that information is only useful if it is communicated, circulated, and exchanged among users with appropriate facilities. While accepting this position, Budak &Yurdaku (2004, p.215) added that the capability of farmers is a fundamental indicator of the level of the agricultural sector's efficiency, productivity, development, and sustainability. In such a context, the quality of information as well as the level of organization in the agricultural sector plays a crucial role (Mugwisi, 2015). Thus, Oduwole and Okorie (2010, p.11) argued that information plays a key role in agricultural development as effective communication helps to facilitate mutual understanding between farmers, agricultural scientists, and agricultural extension workers.

Thus Oduwole & Okorie (2010) suggest that the methods that are used to communicate are significant in that it provides farmers with the necessary agricultural information that will enable them make informed decisions. Therefore, by so doing, the media becomes an important element in agricultural and rural development because of the role they play in helping farmers to access information as well as create the possibilities for them to relay their worries to the policy makers who decide key agricultural policy for viable agricultural practices.

Review of Empirical Studies

In a study conducted by Luigi Piemontese on Sustainable Land and Water Management for a Greener Future (2020) showed that a range of sustainable Land and water management practices and approaches to sustainable intensification have been successfully implemented at the local scale during the last decades, the study showed that adoption rate remains low due to a variety of barriers and lack of effective approaches from authorities at larger scales (national to global).

A study by Giulio, Wi, Andrea, Lorenzo, Viviana, and Elena on participatory analysis of sustainable land and water management practices for integrated rural development in Myanmar (2020). The study showed that there was a win win measure to improve the safety of rural water supply and to establish a ground-level monitoring network to check the status of water supply systems in the country, and also the process confirmed that the poorest regions of Myanmar have also the worst water management structure.

Another study by Hamza, Mohammed, and Amin on various sustainable land and water management technologies into forms that can be used for Extension service provision: the experience of Northern Ghana (2017) established low levels of adoption across all the technologies identified. It also showed that factors such as support received, labour, water availability, exposure, access to information and farm size influence the adoption of sustainable land and water management (SLWM). The study further showed that SLWM technologies project support are in pilot bases, and therefore many farmers are not able to access support.

Theoretical Framework

This study is anchored on the Development Communication Theory. The underlining principle of development communication as argued by Mefalopulos, 2003 as cited in Owusu (2014) was that there can be no development without communication. This theory made scholars and practitioners of communication to realize that the information that will bring change and development has to be communicated to the targeted audience.

Shraddha (2018) in her review of this theory posited that the implementation of development communication theory plays an important role in the overall development of a country. She also listed some of the features of the theory, such as: helping the people to understand new skill or practice and generating genuine response from the audience.

Methodology

This study adopts the Focus group discussion (FGD) as its methodology. This was employed in order to know the awareness and knowledge level of community members on development oriented radio programs as well as the effectiveness and ways of improving these programs to ensure development with regard to land and water use in the Kaduna north communities of HayinBanki and RafinGuza. The identified population was 15 participants forming two groups from the two communities selected for the study. The first group for the FGD consists of 7 participants while the second group was made up of 8 participants, whom were of mixed occupation and gender. The participants were purposively selected for the discussion since the researchers are of the view the participants will provide the required answers for the study under investigation. Tape recorder and writing materials were used as instruments of data collection for the study.

Discussion of Findings

From the Focus Group Discussions, the researchers were able to provide answers to the following research questions:

What is the level of awareness and knowledge of community members on development programs on agricultural practice in the media?

Residents of the two communities (HayinBanki and RafinGuza,) are aware of programs that encourage agriculture and use of land but cannot specifically say that there are programs that are meant for land and water management only. The participants also mentioned that they listen more to the radio for development programmes on agricultural practices, in HayinBanki and RafinGuza especially on Capital Sound and Raypower FM out of the 17 FM stations in Kaduna and its environs. From the interaction and investigation, they believe both land and water are natural resources and there is no need to be taught its uses or management. Some participants were of the view that it was because of the lack of orientation on the usage and management of land and water that led to some disasters they have encountered in the past in the community.

From the above, it is clear that there are two main school of thought which may apply to majority of the community members, those that believe that they don't need to be told how to use natural resources and those that think they should be oriented to understand the usage. The radio is a strong and major tool in development communication and the people listen to it either for pleasure or for information. This is in line with the study done by Luigi Piemontese (2020) the study showed that adoption rate remains low due to a variety of barriers and lack of effective approaches from authorities at larger scales (national to global). This means that there will be need for more awareness program to achieve sustainability in the aspect of Land and water management.

How effective is the role of communication in enhancing the development process of land and water management?

When the participants from HayinBanki were asked about the role communication has played so far in sustainable land and water management, their response was that they have not yet experienced any major transformation or improvement, people especially farmers are still engaging in old practices which has led to erosion in some instances and loss of farm produce. They are aware of some programs but their effects are not being felt since the result are still the same.

The case was different for the participants from RafinGuza, they attested to the fact that programs especially on radio have been helpful and their farmers have been exposed to some techniques on land management and are already implementing these techniques for improved output. Also an agricultural specialist was brought to further enlighten the farmers on land use practice to reduce the level of erosion experience and crop loss. They seem to be well oriented and have a clear insight on the issue with evidence based result or impact visible in the use of land and water especially during the last farming season.

These two communities have given two different opinions about the effectiveness of the development programs in their community, which will go a long way in helping the people in the management of land and water which are natural resources available to them for effective development, as not managing these resources can cause a lot of damages as experienced by HayinBanki community. This also is in relation to a study by Giulio , Win, Andrea, Lorenzo, Viviana, and Elena Showed that there was a win win measure to improve the safety of rural water supply and to establish a ground-level monitoring network to check the status of water supply systems in the country and this was achieved through the use of effective communication and proper monitoring process.

How can development programs facilitate efficient use of land sustainability and water management?

The two group of participants agreed that development communication will go a long way in improving the use and management of land and water in the community. They suggested that the programs should be promoted to enable people to tune in to the station at such slated time.

The participants revealed that some of these development programs are usually aired when the people are occupied with certain chores such that their full attention cannot be gotten at such time hence their lack of listenership. Thus, to avoid lack of listenership on the part of participants who are the targets of the program, their schedule should be taken into consideration to make sure people listen. Emphasis was on the content of such development programs to contain rich contents that will add value to the listeners by having professionals, community leaders and practicing farmers speak to them on the program. They revealed that this will improve listenership. Hamza, Mohammed, and Amin (2019) study further showed that Sustainable Land and Water Management technologies project support are in pilot bases, and therefore many farmers are not able to access support. Hence the need for expert to educate farmers more on the use of these resources and putting in place programmes that will be more educating to them.

Conclusion

This paper discusses the role of development communication in sustainable land and water management practices in Kaduna north communities (Hayin Banki and Rafin Guza). From the findings, it was discovered that radio is the most prominent medium used by the members of the community. Based on the findings, the researchers drew the following conclusions; participants are aware of programs done on the above topic even though some are of the view that they do not need to be taught how to use natural resources. Notwithstanding, most participants agreed that development communication will enhance and improve sustainability of land and water management practices in their communities.

Recommendations

The media has a very important role to play in development as it is a major tool for dissemination of information. Agricultural practitioners and experts are therefore advised to make more use of the media especially the radio to air programs that relate to land and water management in the communities involved.

From the findings of this study, it is obvious that there is need for adequate sensitization of community members about development programs on radio or other channels of communication. There maybe some programs but they are not aware of it, hence, proper awareness should be done to make sure the people know about these programs.

One of the ways to do this is by adjusting the timing of the program to a more convenient time that community members will be ready to listen or watch such development programs.

Finally, we recommend that practitioners should always survey the environment, understand the community and involve opinion leaders in formulating programs for the members of the community as regards land use and sustainability.

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PRODUCTION DESIGN AND ITS SOCIAL RESPONSIBILITY: *DANCE ON HIS GRAVE,* 2021 NASARAWA STATE UNIVERSITY PRODUCTION AS PARADIGM

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Abstract

The practice of theatre in Nigeria is highly subjugated by Western theories and acting styles. Despite these challenges, production design continues to play socially responsive and responsible roles in our indigenous productions. Design throws more light on the actions and words of the characters to facilitate more of the audience intellectual comprehension of the play. Using content analysis methodology, the paper is able to identify the meeting point between theories and practice of design and technical theatre. It is observed that our indigenous performances are endowed with natural environment that presents the reality and lifestyle of our communities replicated in indigenous performances such as festivals, rituals, and rite-of-passages and so on. Hence, the end product (painting) of our scenographers are representations and reflections of our environmental reality in the theatre. The paper observed that though Western theories are used for the presentation of our indigenous performances, in a play like *Dance on His Grave*, the scenographic design aids in communicating the central message envisaged by the production team. More so, design adds aesthetics value to the production. The paper recommended among others that the acceptability of our local goods and services lies in the way they are portrayed to the foreign audienceship. And, designers should encourage the patronage of local crafts and sell same to project the image of Nigeria.

Keywords: Production, Design, Theatre, Dance, Nigeria

Introduction

Theories are explanations to events and happening around us. It explains social phenomenon in an existing environment. Various existing theories have tried to establishthe foundation of theatres around the globe. In view of this, theatre scholars conclude that theatre reflects the culture and life of the society that gives birth to it. As such, performances concerning families in Euro-American theatre would likely reflects or centres on the life of nuclear family against the African standard of what is seen as a family from the extended family angle and communal nature of our society. The Western societies propounded theories that suit their socio-political, economic, culture, challenges and styles of theatres according to the eras. The sad realities of our theatres are that they are subjugated to the western theories and practices, while ignoring the uniqueness in indigenous theatre peculiarities.

Ernest Agoba in an essay titled, "Ideology, Design Concepts and the Needs for Integrated African Scenic Forms" observes that changes when effected through ideological postulations can replicate or banish other ideas or forms that could otherwise have transformed into genial matters. The corroding impact of this tendency is more evident in the areas of scenery and self design where to pictorially define the locale of plays becomes largely dependent, first, on what school of thought the playwright reflects. He further states that this attitude has hindered the design and execution of appropriate sets for productions in the Nigerian literary theatre. Sunday Ododo submits that:

The indigenous theatre tradition was very extant before the introduction of Euro American theatre concept into African entertainment heritage. This theatre tradition thrived on Ritual, Festival, Storytelling, Masquerade, and Puppetry theatre forms. The technical design resources of these theatre forms were largely derived from local handcrafts. These include carving, weaving, tattooing, painting, knitting, fabric designing, etc. They are authentic reflection of African artistic and tactile ingenuity (19).

This root serves as a model to subsequent theatre tradition as witness in performance and design practice. From a wider perspective, African performances would be more successful if staged at arena, market or palace etc. These are due to the natures and contents of our stories. The oral performance like the festivals, rituals, burial and naming ceremonies and the likes, suit these categories of performance space.

Since the Western and African backgrounds and challenges are different, their philosophies must also differ. However, indigenous theatre practitioners turn blind to these facts and adopt concepts and theories closely related to what they feel are their situations to back their practices. In some cases they pick more than one and term it eclecticism to suit their desires. Such act may leave one wondering on the quality and validity of our scholarly publications and the capabilities of our indigenous scholars. If we do not build the confidence and encourage the patronage of our scholarly work, our creativity and its validation would be put to question. We would end up training *faithlessgeneration of scholars* who do not believe the quality of our works and institutions as well as their contributions to academia.

Indigenous Performance and Design Perspective

The physical environment of a theatre production is an important part of the experience. Whether the theatre space is indoors or outdoors, whether it is large or small, the shape of the stage and its relationship to the audience help determine the nature of theatre experience (Wilson 301).

From the above extraction it is apparent that consideration of performance space is very vital aspect of production. It is an established fact that every theatre, be it proscenium, thrust stage, theatre in the round or found/created space has its unique features that distinguished it from the others. This claim also attests to the fact that the nature of performance to be staged in the Western theatre is quite different from those performed in indigenous African theatre. The nature of indigenous

performance space allows for a flexible dramatic structure, a situation where the spectators can move with the performance. This aesthetics of adaptability is absolutely different in the proscenium theatre which limits its action to a single locale and spectators watch a performance from a fixed seat and a fixed angle.

Therefore, the place of scenic design in the theatre production cannot be overemphasized. Dauda Musa and Ameh Akoh postulate that it combines and unifies the intricate parts that constitute the arts of the theatre. It is basically the visual interpretation of the playwright's intention hidden in the script for the consumption of the audience during a production (128).

Though this assertion mirrored down the scenic design to the Western concept of performance. However, it is argued further that, 'Scenography as art is culture-bound and so must reflect the culture of the environment of the play that gave birth to it' (129). It implies that for any scenic design to make meaning and communicate effectively to the target audience be it a Western or indigenous theatre performance (indoor or outdoor), a proper research into the culture of the people must be conducted.It is imperative for the scene designer to study the manner and customs, the motif, architectural forms and the uses made of colour in the period of the play.

The settings of African festivals are mostly the village squares, forests, bushes, palaces as well as farmlands. In staging a festival or a performance, most of the settings are naturally endowed with trees, rocks, anthills, markets etc. 'which helps to reduce the demand of the design on scenogragpher for African plays' (133). The scene designer therefore, only needs to study them and make adjustment where necessary. This can be further buttress by Wilson's words when he ascent that, 'For even in realistic theatre the stage designer selects items to go onstage, and his or her talent and imagination play important role' (333).

The setting of indigenous performance goes a long way to prove that the prevalent stage concept in African traditional performance is the arena stage. The arena is often time an open space surrounded by tress and buildings that forms a literal wall around the performance space with the audience standing or sitting in a circular or semi-circular form. The spectators move with the performers as the locale changes to another place usually within the community. These are typical features of African theatres. These features are against the Western concept of theatre which renders the stage and its audience static or stationed at a particular spotas seen in the stages adopted by Nigeria indigenous universities for performances.

In comparing the Western and the indigenous theatre, the Western theatre is of high technical quality while the indigenous is of low technical quality. This is not to downgrade the indigenous theatre because each theatre according to Wilson has, 'Its own advantages and disadvantages, each suited to certain types of productions' (303). Thus, the aesthetics of staging traditional performance cannot be fully realized in a Western theatre house so also that of the Western play that demands few performers.

Science and technology has greatly improved the technical aspects of the Western theatre. With machines like flying systems used in the theatre for lifting

scenery by means of mechanical hoists, performances in such theatres look magical. Such machines are hithertohardly found in institutional theatres because they are in most cases designed as lecture halls and handed over to the Departments. A lot of technicalities are ignored just to own a place or building for rehearsing and staging performances in the universities.

These innovations are aesthetically appealing to the Western audience hence they see it as magic. However, these 'magical effects' can also be achieved in the indigenous theatre through charms and other supernatural powers possess by the performers. Thus, through incantation and charms, the actors can evoke fire, thunder and lightning as well as rain during a performance. This can be seen in *Alarinjo* performance as records by J. A. Adedeji. He posits that,

The king thereafter called for a public performance of the ghost-mummers to enact the story of the "Ghost Catcher" under the management of Ologbin, his Ologbo. The councilors having been greatly incensed planned to ruin the show by evoking rain. But Ologbin stopped the heavy downpour (273).

This is aesthetically appealing to the 'African audience'. It attest to the fact that African traditionalists are blessed with the gifts of magic and supernatural powers to evoke some unimaginable powers and things like rain, communicating with the deaths, disappearing act and creating storm etc. at odd times.

Dauda and Ameh claim that, 'Physical arrangement of the stage helps to facilitate dramatic action and aids understanding' (134). They therefore, argue that proscenium stage distracts audience attention in simultaneous setting during scene changes. All these barriers are eliminated in the indigenous theatre because scene change can be conveniently done by mere moment of performers and performance alongside the audience to a different setting.

Design in Nigeria Theatre

Theatre in the contemporary Nigeria is either written or oral. The written literatures dwell on the oral traditions for its raw material. What we have as literary theatre (plays) are microscopic representations of the oral performances. Performances such as rituals, festivals, burials and initiation into adulthood are larger scope of our entertainments. They are communal celebrations that reflect the authentic and undiluted African traditions and cultures against the literary traditions. The subjects, themes, characters and actions centre on the general lives of the playwrights' societies.

Synopsis of *Dance on His Grave*

In the play Dance on his Grave by Barclays Ayakoroma the women of Toru-Ama decides to take their rightful place in the affairs of the land. Led by Alaere, the queen, the women feel relegated to the background in the decision making of the land. They are not consulted for anything even in matters concerning them and their children. They feel aggrieved by the way crisis consumes their children. In a communal decision, they agree to drive home their point through the 'weapon of stubbornness'. They decide among other things that no woman will clean the

compound alone. It should be a joint affair with the husband. No woman should allow her husband to marry a second wife. The men on the other hand, think they could control the revolt by flogging sense into the heads of the women.

King Olotu, the Akpobirisi of Toru-Ama realises too late that the war in the community is beyond his control. The queen, Alaere further complicates the crisis by denying his paternity to their only daughter. This is hard for him to bear and so, it becomes a battle of survival for him. In agony, he poisoned himself. All effort to revive him by his chiefs proved abortive and so he died.

Application of Designs in *Dance on His Grave*

Albright H. D. notes that the application of the word design in theatre field narrow in scope as it applies to the only visual scheme of a production not the entire production. He defines design as, 'the visual scheme of the production, including scenery, costume, properties, and stage lighting. 'Design' therefore consists of all the inanimate things which contribute to the visual effect of the performance (225).' This segment will probe the use of the visual schemes as aforementioned or captured in the definition including sound in the production of *Dance on His Grave*in some selected scenes.

Analysis of Design in the Play

Scene One

Scenery: The backdrop is symmetrically balanced on the stage. The stage is painted milk colour from the top and brown at the middle to the bottom. A wavelike design demarcates the paints. A fisherman casting his net from both with a fish is designed at both the centre stage right and left. While the brown colour depicts a psychological feeling of the earth, in this regard, the society, the fisherman represents members of the riverine area. The curvy line shows a once relaxed nature of the environment that is thrown into crisisas experienced in the play.

Costume: the community women attend the meeting with the queen with their colourful uniforms with flags representing the different social groups they belong to, with beads round their necks. The dancers wear red wrapper tied to their chests with a raffia bead tied to their ankles to produce rhythmic sound as they dance to the tune of drums playing.The queen donsgorgeous blue lace with top, assorted neck beads and crown to befit her status.

Light: Light is an important aspect of a production. It defines all forms on stage. **T**he main stage is brightly lit to signify day time and secondly to simply illuminate the stage or create visibility so as to define forms on stage and establish the background of the production. Other different groups coming in are picked by spot light. Theatre lights are characterised by different hues. The hues are used by the lighting designers to different the various moods, atmospheres, time and seasons etc. contained or as stipulated by the script.

SCENE 2

The palace is given a different touch of design to distinguish it from the former scene. The centre of the backdrop is designed with a big tree which signifies the palace as a shade or home for the community. At both side of the tree, there are figures of lions which depict an exalted king. Under the figure at the stage left is also a machete which signifies the warlike nature of the king and thekingdom. The king's stool is placed on anelevated platform to raise him higher than his subjects. The king's shrine is located at the centre stage left adhering to the tonal quality of the stage. The shrine serves as a home and a place of worship as well as a medium of communication between him and the ancestors. It can be built in the palace as it is seen in the play or located in a forest and serviced by the community chief priest. It is a common practice in African tradition to own it in a community. Though they are negatively portrayed in the media as diabolic and evil places, the shrines are simply African traditional places of worship. The shrines offer lot of protections to the community against their foes. Shrines also offer remedies own how best a society can protect itself against attacks from known and imagined enemies. The African shrines play crucial roles in the life of the people, hence, it is more likely to be seen in most traditional African settings just as in this production.

Other scenes are replications of the two scenes discussed above except forfew modifications in the aspect of props. For instance, when the king calls the men to share weeps for them to beat their wives, the first scene was used without the stools. The only visible props then are the hand props the king used, the walking sticks of some of the elders and the weeps. The same scene is repeated when the women come for the second meeting after receiving beating from their husbands. They come with different forms of dislocations. The obvious changes in the scene are the two stools used; one is reserved for the queen while the other one is for Erebu. Thus, the palace scene remains the same. Though very few details where used on the sets, however, African culture and traditions are richly blessed with natural endowments that could have been seen in the real setting should this is done outside the confine of the theatre. Here, the director and designer used representationaltheory in presenting the settings of the play. Oren Parker posits that, for representational style, 'The design form is represented in painting or sculpture rendered as near to it natural form and color as the technical skill of the artist allows' (55). In the play, the environment is just a representation of the larger society. That is why some detailsmight likely be misrepresented if not carefully captured. To any foreign audience, they might live the theatre with a distorted notion or idea of the society.

Design and its Social Responsibilities (in Oral Performance)

Every design unit and other units of production have a specific target it sets to achieve in a production of a play. It is the obligation of the unit members to harness their skills and potentials for the success of the units and the entire production targeted for a specific audience or community. It is mandatory for each production unit of design to cooperate with other units of a production so as to achieve a successful production at large. If production crew see each others as rivals and treat a production as a means of competition to outshine each other, failure and disaster

awaits such team. For instance, if a lighting designer wants to show his proficiency in lighting without regards to the costume designer's choice of colours, conflicting ideas would surely manifest. Some characters would be absorbed by backdrop as well. Each designunit must link with the other in concept and ideas for the generality and achievement of the production goal. To buttress this Albright H. D. states that:

Along with the performance, the design moves forward in time, and as it moves forward each visual effect impresses the spectator in relation to the visual effects which came earlier in the performance. Each effect adds to the cumulative impression of the whole design. Each composition of costume, scenery, and light is part of an active sequence, changing continually and pilling effect upon effect until the total design is completed and the performance is concluded (226).

This section focuses on the social responsibilities of scenographers to productions as well as oral performances. Scenery constitutes the visual painted background used to represent natural features or the surrounding on a theatre stage or movie set. The purpose of scenery is to suggest a specific setting or produce the impression that one is actually watching events from that specific setting.

Edwin Wilson and Alvin Goldfarb maintain, 'A theatre space can be indoors or outdoors, permanent or temporal, large or small' (78). This means that apart from our indoors theatres mostly found in academic settings, government Institutes and some few private owned theatres even the traditional African theatre is endowed with scenery mostly permanent in nature. Such theatres are mostly exemplified in the outdoor theatres. In the western theatre, scenery is a mere representation of the natural environment. Natural sceneries are typically found in the traditional African theatres. In these theatres, sceneries are found in the village square where the action of the festival takes place. They perform the same social responsibilities as observed in the western theatres. They can be permanently fixed or temporally depending on the object represented. The permanent structure may include houses, huts and trees while the temporal can be chairs and other movable items around the environment.

Hameed Olutoba observes that the meaning of dialogue depends on scenery; therefore, it is more than just a background. He argues that scenery have four functions on all stages except when they include diversion as dance, opera and musicals. The functions he says are arranged based on the concept and demand of any given production. More so, the functions are carried out in three ways; formal, realistic and the stylistic. The formal setting has to do with selection of necessary elements of stage for the depiction of an actual locale, while the realistic setting demands total representation of an actual locale. The stylistic on the other hand, deals with the distortion of real life objects as representative of the characters' state of mind and locale. African traditional sceneries are more inclined to realistic settings where every object used is part and parcel of the society. They can be modified or decorated if the situation or performance calls for that.

Edwin and Alvin posit that the scene designer's objectives include the following among others;

(a) Setting the tone and style of production. Thus, the stage setting establishes the mood, style (i.e. the manner in which the work is been done) and the meaning of the play.
(b) The scenery establishes the locale and period. Be it realistic or nonrealistic, a stage should tell where and when the performance takes place. Thus, it should suggest to the audience whether the locale is a saloon, bedroom, a palace or a forest. It should also suggest whether the action is set in the past, present or future.
(c) The scenery also provides central image or metaphor.

With reference to the above, it would not be out of place to conclude that African traditional scene designs have equally achieved the following social responsibilities in productions. Therefore, the natural environment in the traditional festivals and oral performances serves as a ground or space for the actors to stand and arrange themselves on stage. Space therefore, is crucial as everything that happens must be within a given space and time. Traiwo opines that, 'Every theatrical performance takes place in a particular venue which, to a large extent, influences the audience's theatrical experience' (113).

Secondly, scenery in performances helps in establishing the locale of the action. This is due to the fact that African performances for instance festivals are based on the community's experiences and they takes place in the community's village squares. Hence, 'natural scenery' is created during such performances. The style of houses, huts and artifacts around represents the material cultures of the society being represented. For instance, huts in settings may represent a typical African society etc. in literary performances like *DanceonHisGrave*, the material objects that depicts the culture of the people is represented through painting of the boat as seen in the following picture of a scene in the production. Other paraphernalia that compliment this are the beads and costumes worn by the characters in the scene.



Picture of a Scene in the Play

Scenery also identifies the mood and time of the production. For instance, the mood of a play can be either sober or joyful. The location of a particular performance or scene would greatly depict the mood of the participants as well as the audience. For instance, when the king drinks poison and dies, the whole palace become sober and throw into moody and mourning mood. Such is the feeling of the audience as portray by the light and scenery.



Picture of a Scene Mourning the King

More so, in judging the production time of the performance, the African performances are mostly periodically staged, and as development takes place, the communities are not left out. By implication as development occurs, the scenery reflects it in the background. For example, in the olden days people settled for thatch roofs in their houses, but as the idea of iron zinc sets in, gradually there is a shift from the olden style of roofing to the modern style, though few may still be using the old roofing sheet/style. These changes may affect the houses within the performance area, therefore from the pictures and recordings of the festivals and other African performances; one begins to understand the particular time each is staged. This idea can be represented in the set design of productions to depict time and period of a production.

Traditional scenic design in its purest form depict the age of the festival or performance. Thus, it tells the time and period of the performance. It also goes a long way in portraying the sophisticated nature of African craft and design obtained or crafted from local materials. This can be seen in raffia fences seen in the community used to protect houses instead of the modern day barb wire fences, the calabashes used, and the thick solid walls of houses made by pure clay as well as the raff which serve the people as roof for their huts.

More so, the scenery in *Dance on His Grave* African traditional theatre is an indication of the fact that the community have been leaving in harmony with its natural environment as depicted by the picture above where a tree occupied a central position in the set. More so, this is seen in cases where shrines are decorated in a

forests and some trees stand as symbols of some ancestors and gods and deities. Any distraction done on these trees can cause calamity to the entire society.

Traditional theatre gives and markets a community's culture and identity which is unique to them. The culture of a community is enshrined in their way of life as well as their material aspects of their lives. The performance and constant display of such activities would serve as a vehicle to transport and market them to other communities and subsequently the world at large. This would help in selling the community to the wider society. Products displayed during African festivals can be used for the community's promotion and attract exportation and foreign investors.

Recommendations

Due to the current global crises and pandemic orchestrated by Covid-19, there should be a revival of all traditional forms of entertainment usually staged on the streets and arenas. This can reduce high clusters of audience trooping into a theatre building to watch performances. Literary plays could also be staged on arena stages outside to curtail further spread of the virus. Thus, since theatre started from the street, it can still returned and be maintained in the streets The olden African traditional theatrical performances are rapidly going into extinctions as a result of political, religious securities issues in the contemporary societies. For almost twenty years, some communities have not been able to stage any of their festivals due to aforementioned reason. Therefore, children given birth to at those periods are denied the idea of what their festivals are like. The world is experiencing climate change occasioned by bush burning, deforestation and industrialization. Hence, natives should be encouraged to plant trees and stop tempering with nature in the name of modernity as they serve as natural scenery for African performances.

Conclusion

The materials available to the young scholars are mostly Western materials; hence they are more familiar with them. The older scholars often refer to them in their scholarly work. There is the need for our scholars to emphasize more on indigenous materials in their theories and practices. This would boost the confidence of the younger scholars to patronise them in their work and practices.

Instead of emphasizing on our natural environment, the African scenographers focus on painting of set to send home their message. The situation is further compounded by the nature of our contemporary theatre and environment, especially in the institutions where Theatre as studies are taught. They depend highly on indoor theatres and so little attention is given to the natural environment where these are naturally found.

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PERCEIVED NEEDS AND GRATIFICATIONS OF ONLINE NEWSPAPER READERS IN EKET LGA, AKWAIBOM STATE, NIGERIA

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Abstract

This study seeks to establish the needs and gratifications that motivate online newspapers' readers in Eket LGA to access online newspapers contents. The survey research method was used for the study. The questionnaire was the instrument used to collect data from a sample of 374 respondents. The sample size which was drawn from Eket LGA, AkwaIbom State, was determined using purposive and proportionate sampling procedures. The descriptive statistical tools were used to analyse data while the Pearson Product Moment Correlation Co-efficient statistics was used to test the hypothesis of the study. The analysis was based on 374 returned copies of questionnaire which represents the total number of distributed copies. It was established from the study among others that Eket online newspapers' readers' most preferred content is news; the study also indicated that gratifications derived from reading online newspapers do not have any significant influence on the types of contents online newspapers' readers were exposed to.It is concluded from the study that a reader has certain level of expectation before exposing himself or herself to any content in the newspaper which must have value for him or her and therefore recommended that online newspapers content providers should realise that many variables motivate online newspapers' readers to access contents that satisfy their needs and therefore should pay more attention to such variables and align contents to meet such needs.

Key words: Needs, gratifications, online newspapers, readers, Eket

Introduction

Generally, there is a notion that online has created more opportunities for newspapers, such as competing with broadcast journalism in presenting breaking news in a timelier manner (Okonofua, 2014). The marriage between a computer network (the Internet) and newspaper readership is said to have been contracted on July 1, 1980 (Patrick, 2015). From the 1980s, there has been an unparalleled growth of global media. "New technologies are compressing time and space… the world is shrinking" (Williams, 2003, p.13). The first newspaper to offer readers electronic contents via the computer was the *Ohio Columbus Dispatch* which adopted the services provided by Compuserve, a computer software company based in Ohio in the United States of America. A home user needed a computer, and a modem to couple the telephone to the computer, to connect to the database and access online versions of the *OhioColumbus Dispatch* newspaper. From this humble beginning, almost all the newspapers today across the globe have their online versions. The marriage between the newspaper industry and Information and Communication Technologies (ICTs) has made many, if not all, national and local tabloids in Nigeria to have online versions (Mbachu, 2003). It is believed that their readership is high as more people read online version of a newspaper than its hard copy in Nigeria. What this indicates is that online newspapers are viable sources of information in the present day Nigeria (Adedina, Adeniyi&Bolaji, 2008).

As Ogidi and Utung (2016) observe, online publication is not about old media versus new media; it is about cheap media versus expensive media. Nicholas Negroponte, one of the advocates of the brand new digital world was quoted by Williams (2003) as stating that:

Early in the next millennium, your right or left cufflinks or earrings may communicate with each other by low-orbiting satellites and have more computer power than your present PC. Your telephone won't ring indiscriminately; it will receive and perhaps respond to incoming calls like a well-trained English butler" (p.227).

Several factors accounted for the adoption and use of online news. Bradshaw (2000) identifies the factors to include: cost, multi-tasking, more news choices, in-depth and background information, 24/7 updates ability to discuss the news with peers, existence of different viewpoints, and opportunity to "take back" to the media.Baran (2009) notes that the relationship between medium and audience is shifting as a result of the loss in competition within the industry, hyper-commercialization in the guise of commercial pressure on paper's editorial content, the positive and negative impact of technology, the rise of online newspapers and changes in the nature of newspaper readership. But Falk (2005) argues that even with the claimed colourful and impactful nature of online newspaper, the hardcopy newspaper will not die; adding that the medium demise will be suicide. Newspapers still make tons of money.

Falk (2005. P.7) further states "The industry average profit margin is 20 per cent – compared to 7 per cent for oil companies and 6 per cent for the entire Fortune 500. The mammoth corporations in the United States of America that now run newspapers have responded to the new competitive challenge (of digital technologies) in the stupidest way possible by cutting quality. They 're eliminating foreign bureau, investigative reporting team and experienced editors, and filling their pages with shallow filler and bland features. Ambitious reporting and edgy writing are disappearing. Once great newspapers… are not flat and generic; their authority is leaking away. The corporate guys who think only of pleasing Wall Street, keep cutting costs and boosting profits – and wringing their hands in puzzlement when circulation keeps going down. Guess what guys? "People stop buying newspapers when there's nothing in them that they don't already know."

The phenomenon of online newspapers is believed to have greatly enhanced information sourcing and sharing activities in several ways. They provide easy, widespread, and timely access to information; allow for interactivity among information users; and enable users to store, share and retrieve their content quickly and easily (Ijeh, 2008; McQuail, 2011). This suggests that people who read online newspapers and use the information provided to gain control of their environment in different ramifications have the likelihood to attain human development than people who do not. In other words, it may be assumed that readership of online newspapers can contribute to human development (Mathew, Ogedebe & Adeniji (2013).To read online newspapers, people need to have access to the Internet. In Nigeria Internet accessibility seems common though not without attendant challenges. With the availability of the Internetmany readers in Nigeria access online journals and other Internet-based resources.

Oyero (2007) observes that online newspapers have blurred the distinctions between newspaper as a read alone medium and the broadcast media that can be listened to and/or watched. Like other media of mass communication that explore the Internet to disseminate their contents, online newspapers have their prospects and challenges. Patrick (2015) points out that in spite of the issues of lack of absolute gate keeping and redundancy arising out of the deluge of information occasioned by the use of the Internet to convey mass media contents, online newspapers possess features such as easy, widespread and instant reach and instant feedback mechanisms. Perhaps, these may account for the increase in the number of people who read online versions of newspapers more than the hard copy versions (Matthew's *et al*., 2013). In line with the above submission, Gapsiso (2008) points out that the traditional newspapers are increasingly lured into reinventing themselves to explore the Internet in content delivery because online newspapers provide readers more information, with more depth and greater speed than the hard copy versions. The phenomenon of online newspapers makes it possible for newspaper as a medium of mass communication to compete more effectively with radio and television (Uwakwe, 2010).

The views of all the scholars cited above point to the convergence between the Internet and traditional newspaper publishing in its attempt to remain relevant in

the face of growing opposition from the newer and more technology-based media of radio and television. That online newspapers have come to stay and that people read them are non-contestable. What is however still uncertain is the perceive needs and gratifications which online newspaper readers derive from reading online newspapers.

Statement of the Problem

The introduction of online newspapers has brought about a paradigm shift in the use of printed newspapers. In this contemporary society many people read online versions ofnewspapers perhaps due largely to the gratifications they derive from the online newspapers. However, there is uncertainty in literature as to what perceived needs and gratifications readers of online newspapers do receive. This observation becomes necessary since the import of Uses and Gratifications theory is that audience will always make use of the medium from which they derive gratifications. Gratifications derived from the media are multiple just as the media contents are multiple. This study, therefore, attempts to investigate if online newspaper readers in Eket LGA, AkwaIbom State, Nigeria, read the online newspapers based on the perceived needs and gratifications they derive from them.

Research Questions

The following questions guide the conduct of the study

1. What are the preferred contents of online newspaper readers in Eket LGA, AkwaIbom State, Nigeria?
2. What are the perceived needs that motivate residents of Eket LGA AkwaIbom State, to read online newspapers?
3. Do gratifications derived from online newspapers influence choice of contents among readers in Eket LGA, AkwaIbom State, Nigeria?

Research Hypothesis

There is no significant relationship betweenEket readers' derivable gratifications and choice of contents in online newspaper readership

Theoretical Framework

This study is anchored on Uses and Gratification theory introduced by an Israeli Psychologist, Elihu Katz in the early 1970s. The theory has been considered a logical development for the various questions and queries associated with the impact of the media on audiences many years past. Ojobor (2002), citing Katz (1974), notes that the uses and gratifications theory is concerned with the social and psychological origins of needs that generate expectations of the mass media or other sources, which leads to differential patterns of media exposure, resulting in need gratifications and other consequences, mostly unintended ones. In summary, therefore, "This theory is purely audience-centered and addresses needs like surveillance, excitement, guidance, relaxation, tension release, social integration, entertainment, escape, identity, socialization and information acquisition" (Ojobor,

2002, p.20). According to Alsridi (2018), the theory of uses and gratifications sheds more light on the subject of individual use of the media. It contributes to the understanding and analysis of user behaviour through knowledge of the benefits obtained through media experience, the uses that the user actually develops and the gratifications that benefit from within the user uses of the media (Dominique, 1994 in Alsridi, 2018). The perspective of this theory is that behaviour of the audience of the media can be interpreted or conceived through the study of the social and psychological origins of the needs generated by the media expectations (Alsridi, 2018).

The theory is very flexible and has the ability to adapt to new technologies in the communication process. It allows researchers to investigate mediated communication situations through single or multiple sets of psychological needs, psychological motives, communication channels, communication contents and psychological gratifications with a particular cross-cultural context (Lin, 1999). Nwabueze (2010) points out that the study of the motives of the audience for the use of a particular type of communication content is made through this theory whenever a new communication technology is introduced. Ruggiero (2000) considers media and communication technology features, especially the Internet, as tools and sources of news. He argues that these have increased the support and enhancement of the uses and gratifications theory, where the interactive features, navigation, and the choice of use time that characterise the electronic media are new features that make the user an active element who knows what to use and determines the elements that contribute to satisfying his gratifications.

The theory of uses and gratifications, including its scientific dimensions and current concept, represents the theoretical framework of this study that seeks to ascertain perceived needs and gratifications readers derived from the use of online newspaper in Eket LGA, Akwa-Ibom State, Nigeria and the extent to which they are satisfied through these uses.

Conceptual Clarification

Needs of Media Audiences

Previous studies on uses and gratifications have shown various gratifications that attract people to the media, but these studies did not address the connection between these gratifications. Uses and gratifications approach stresses motives and the self-perceived needs of audience members. Ekanem (2006) citing Blumler and Katz (1974) observe that different people can use the same communication message for very different purposes. The same media content may gratify different needs for different individuals. There is no only one way that people use media. This suggests that there are as many reasons for exposing oneself to the media as there are media users. Basic needs, social situation, and the individual's background, such as experience, interests, and education affect people's ideas about what they want from media and which media best meet their needs. This means that audience members are aware of and can state their own motives or reasons and gratifications for using

different media. McQuail, Blumler, and Brown (1972) documented in McQuail (2011) proposed a model of "media-person interactions" to classify four important media gratifications: (i) diversion: escape from routine or problems; emotional release; (ii) personal relationships: companionship; social utility; (iii) personal identity: self-reference; reality exploration; value reinforcers; and (iv) surveillance (forms of information seeking).

Bovey and Hede (2001) suggested a subdivided version of the audience's motivation based on a general theory of human needs. They distinguish between two types of needs: cognitive and affective and adds three dimensions: "active" versus "passive" initiative, "external" versus "internal" goal orientation, and emotional stability of "growth" and "preservation". These factors yield 16 different types of motivations which apply to media use namely: Information, Education, Guidance, Advice, Diversion, Relaxation, Social Contact, Value Reinforcement, Cultural Satisfaction and Emotional Release. Others are: Identity Formation, Confirmation, Lifestyle Expression, Security, Sexual Arousal and Filling Time (McQuail, 2011). Katz, Blumler and Gurevitch cited by McQuail (2011) identified 35 needs taken from the social and psychological functions of the mass media and put them into five categories:

i. Cognitive needs, including acquiring information knowledge and understanding;
ii. Affective needs, including emotion, pleasure, feelings;
iii. Personal integrative needs, including credibility, stability, status;
iv. Social integrative needs, including interacting with family and friends
v. Tension release needs, including escape and diversion

Sources of Needs

Human needs evolved from different sources. McQuail (2011) believes that personal, social circumstances and psychological dispositions put together influence both general habits of media use as well as beliefs and expectations about the benefits offered by the media. According to him, these shape specific acts or media choice and consumption, followed by assessments of the value of the experience (with consequences for further media use) and, possibly applications of benefits acquired in other areas of experience and social activity. As noted by Diddi and LaRose (2006) audience gratifications can be derived from three distinct sources: media content, exposure to the media per se, and the social context that typifies the situation of exposure to different media. In McQuail's (2011) view each medium seems to offer a unique combination of: (a) characteristic contents (at least stereotypically perceived in that ways); (b) typical attributes (print vs broadcasting modes of transmission, iconic vs symbolic representation, reading vs audio or audio-visual modes or reception); and (c) typical exposure situations (at home vs out of home, alone vs with others; control over temporal aspects of exposure vs absence of such control)

From this stand point, it is confirmed that needs are rooted in both social and psychological backgrounds and they bring about expectations which audiences can

fulfill through the media and other sources. It follows, therefore, that since the social and psychological origins of needs vary widely among media audiences, and there is differential media exposure with results in need gratifications and other unintended consequences. Thorson and Rogers (2006) view the mass media as a means by which individuals connect or disconnect themselves with others. They report that people bend the media to their needs more readily than the media overpower them. The uses and gratifications approach is an influential tradition in media research. The original conception of the approach was based on the research for explaining the great appeal of certain media contents. The core question of such research is: Why do people use media and what do they use them for? There exists a basic idea in this approach: audience members know media content, and which media they can use to meet their needs.

Online Newspapers Readership in Nigeria

Some studies have investigated online newspaper readership in Nigeria. For instance, Mathew, *et al*., (2013) report that readership of online newspapers in the country showed that more than half of newspaper readers in Nigeria read online newspapers. This indicates that online newspaper may account for more readers than their print counterparts in the country. The findings also proved some of the inferences of Uses and Gratification theory, which state that audiences are conscious of their reasons for choice of media messages; they consider these reasons while searching media messages for satisfaction of their various needs. Online newspapers may be useful as an "alarm medium," for learning about breaking news at one quick glance. Their "display" or push character should make it easier to come across a variety of events and topics without much effort (Schoenbach & Lauf, 2004).

Online newspapers are believed to have greatly enhanced information sourcing and sharing activities in several ways. A number of benefits accrue to online newspapers in their information sharing efforts. They provide easy, widespread, and timely access to information; allow for interactivity among information users; and enable users to store, share and retrieve their content quickly and easily (Ijeh, 2008; McQuail, 2007). Patrick (2015) lists factors encouraging online newspaper readership to include: quest for general information, keeping abreast with local events, easy access to online newspapers, research purposes, availability of Internet infrastructure, curiosity, update of global events, faster to read online versions than hardcopy versions, comparative low cost of online versions over hardcopy versions, seeking clarifications of information from other media sources, prevailing issues in society, catching up with missed news from other news sources, knowledge of new posts and need to check them out quickly, activism and attractive headlines. Other issues are: lack of absolute gate keeping and redundancy arising out of the deluge of information occasioned by the use of the Internet to convey mass media contents.

Besides the benefit of instant interactivity made possible by the Internet, online newspapers overcome the constraint of circulating hard copy newspaper versions by transportation, with its concomitant loss in time (Nwanne, 2007). Online

newspapers are accessible all over the world immediately they are published and this achieves great circulation speed. By virtue of their being facilitated by ICTs, online newspapers make readers who were formerly onlookers now more active participants by the two-way flow of information that they allow. This is because online newspaper readers have the opportunities to access global news, interrogate news sources and learn more through interactivity. These have imports for human development as the online newspaper readers have access to more diverse and personally relevant information and can be more easily influenced by information sharing process in which they have participated. With this, people become better and more quickly informed and positively influenced by shared information (McQuail, 2007; Anorue, Obayi&Oyebuchi2012).

Although online version of newspapers is currentlybeing invoked in Nigeria, Okonofua's (2014) study showed that readers derive satisfaction for information need from print version of newspapers more than their online counterparts, affirming that readers of online newspapers also read print versions. According tothe study, the low readership phenomenon facing print newspapers in Nigeria might be connected with the introduction of online newspapers, which provides content to the readers for free. In this regard, Ekhareafor, Asemah, & Edegoh, (2013) note that an important issue of newspaper management in Nigeria is to combine editorial and technical decisions to provide quality print run. These studies did not explicitly focusonperceived needs and gratifications whichonline newspaper readers derive a gap which the present study seeks to fill, particularly in Eket LGA, Akwa-Ibom State, Nigeria.

Gratifications from Online Media Contents

Several studies have shown the gratifications derived from the use of media by online readers (Stafford, Stafford & Schkade, 2004; Rubin, 2009). Papacharissi and Rubin (2000) listed entertainment, pass time, interpersonal utility, information seeking and convenience as gratification derived from the use of Internet. Charney and Greenberg (2002) found that most people use the Internet for diversion, entertainment, peer identity, coolness; keep informed, sight and sounds as well as career. On their part, Ko, Cho and Roberts (2005), studying marketing websites found out that audiences get entertainment, social interaction, information and convenience from the medium, while another study by Diddi and LaRose (2006), using Internet news listed entertainment, escapism, habit, pass time, surveillance, news, quizzes as factors that motivate an individual to use the medium.

Okoye (2003) sees diversion, surveillance and interaction as the gratifications users derive from the Internet medium. Dominick (2009) states that people use the medium for pass time, escape, social interaction and information. Ferguson and Perse (2000), found out social information while Stafford *et al*., (2004) report that the medium provides, search factor, cognitive factors, news and unique factors. Charney and Greenberg (2002) discovered that most people use online media for peer identity, coolness, keep informed, sight and sounds as well as career.Popoola (2010) took a more humanistic approach to looking at media use and reported that

online media users seek out a medium source that best fulfills their needs and that they have alternate choices to satisfy their needs; stating that online media serve the functions of surveillance, correlation, entertainment and cultural transmission for both society and individuals.

Methodology

The survey research design was employed in this study. Ojebode, Onekutu and Adegbola (2010) are of the opinion that the survey is appropriate for collecting to investigate phenomena in a population too large to observe directly. The population of this study was 3,400 online newspapers readers in Eket, from 18 years and above and having access to online newspapers. Out of this population figure, the purposive and proportionate stratified sampling procedures were used to select a sample size of 384. The 384 subjects selected as respondents were purposively selected from three major institutions -Heritage Polytechnic, Eket (284); Eket Local Government Secretariat (60) and MB and U Computer Training School, Eket (45) over a period of nine months from December 2020 to August 2021.The questionnaire was the primary instrument for data collection. The reliability of the instrument was determined through the test re-test method. Twenty copies of the questionnaire were administered first on twenty online newspaper readers at the State Secretariat Complex, Uyo, to ascertain whether the questions were simple, clear and appropriate and also to estimate the length of time involved in answering the questions. After an interval of two weeks, the copies of the questionnaire were administered on the same group of persons. The two scores obtained from the two different administrations were then correlated using the Pearson Product Moment Correlation Co-efficient and reliability co-efficient of 0.80 was achieved ensuring a good success in the use of the instrument. With the help of three research assistants, copies of the questionnaire were distributed to the respondents. Out of the 384 copies of questionnaire administered 374 were returned and found useable and results were expressed in the form of frequencies and percentages and Pearson Product Moment Correlated Co-efficient was used to test the hypothesis.

Results and Discussion

Table 1: Respondents' preferred online newspaper contents

Contents	Frequency	Percentage
News	180	48%
Features/Columns	37	10%
Advertorial	25	7%
Editorial	22	6%
Entertainment	105	28%
Graphics, aesthetics and visuals	5	1%
Total	374	100

Table 1 shows that 48% of the respondents preferred the news content of online newspapers, while 1% preferred online newspapers graphics, aesthetics and visuals.

Table 2: Respondents' needs that motivate them to read online newspapers

Needs	Frequency	Percentage
Information/Education	70	19%
Entertainment/Relaxation	140	37%
Companionship/Overcoming Boredom	100	27%
Escape from trouble of life	30	8%
Surveillance/Gain Knowledge	10	3%
For Advice on Various Issues	20	5%
Others (Specify)	4	1%
Total	374	100

Table 2 shows that 37% of the respondents were motivated by entertainment/relaxation need to read online newspapers, followed by 27% who said companionship/overcoming boredom. Others not listed were the least 1%.

Table 3: Rankings of needs that motivate online newspaper reading

Needs	Ranking Positions						
	1st Position		2nd Position		3rd Position		Total
Information/Education	78	(21%)	45	(12%)	50	(13%)	173 (46%)
Entertainment/Relaxation	57	(15%)	30	(8%)	17	(5%)	104 (27%)
Companionship/ Overcoming Boredom	5	(1%)	3	*(1%)*	3	(1%)	11(3%)
Escape from trouble of life	3	(1%)	1	(0%)	1	(0%)	5(1%))
Surveillance/Gain Knowledge	37	(10%)	12	(3%)	15	(4%)	64 (17%)
For Advice on Various Issues	5	(1%)	3	(1%)	3	(1%)	11(3%))
Others (Specify)	3	(1%)	1	(0%)	2	(1%)	6(2%)
Total	188	(50%)	95	(25%)	91	(24%)	374(100%)

Table 3 shows that 21% of the respondents ranked information/education first as the needthat motivates their reading online newspapers, 15% placed entertainment/ relaxation as the first need that motivates their reading online newspapers, while 5% ranked escape from trouble of life as the least need that motivate online newspaper readership.

Table 4: Gratifications derived by readers of online newspapers

Gratifications	Ranking Positions						
	1st Position		2nd Position		3rd Position		Total
To get more global view of what is happening in the world	56	(15%)	18	(5%)	15	(4%)	89(24%)

To learn from things happening in the world	33	(9%)	25	(7%)	16	(4%)	74(20%)
To acquire useful information for daily living	12	(3%)	4	(1%)	5	(1%)	21(6%)
To participate in discussion with friends	22	(6%)	15	(4%)	10	(3%)	47(13%)
To help me take a stand on important issues	5	(1%)	2	(0%)	4	(1%)	11(3%)
To forget about problems of life	16	(4%)	2	(0%)	3	(1%)	21(6%)
To view high quality production	6	(2%)	3	(1%)	8	(2%)	17(5%)
Because it is always available 24 hours a day	25	(7%)	19	(5%)	15	(4%)	59(16%)
Because it has a wide variety of contents	10	(3%)	7	(2%)	3	(1%)	20(5%)
Because it is interesting	6	(2%)	4	(1%)	5	(1%)	15(4%)
Because it is a pleasant rest	0	0	0	0	0	0	0
Total	194		91		89		374(100%)

Table 4 shows that 15% of the respondents ranked “To get high quality information content” as the first gratification derived from reading online newspapers, 9%ranked “Because it is exciting and entertaining” as the second derived gratification from reading online newspapers, and 1% ranked “because it is interesting” as the third gratification derived from reading online newspapers.

Table 5: Pearson Product Moment Correlation Co-efficient showing the correlation between readers’ gratifications and the types of contents selected in online newspapers.

X	Y	X^2	Y^2	XY
148	89	21904	7921	13172
54	74	2916	5476	3996
29	21	841	441	609
17	47	289	2209	799
114	11	12996	121	1254
12	21	144	441	252
0	17	0	289	0
0	59	0	3481	0
0	20	0	400	0
0	15	0	225	0
0	0	0	0	0
Total 374	**374**	**39090**	**21004**	**20082**

Table 5 shows that the tested hypothesis, using the Pearson Product Moment Correlation Co-efficient, yields the value of 0.068. The table value here is .7545 at 0.05 level of significance.

Decision Rule: Since the calculated r value 0.068 is less than the critical table value of .7545, the null hypothesis is upheld and the alternate rejected. Thus, there is no significant relationship between gratifications obtained by readers and the types of contents selected by online newspapers' readers in Eket LGA.

Discussion of Findings

Preferred contents of online newspapers among readers in Eket LGA, AkwaIbom State, Nigeria

In Table 1 of this study readers' content preferences in online newspapers are presented. The Table shows that readers sought contents selectively in online newspapers. As revealed from the study, 48% of the respondents indicated that news was their most preferred content in online newspapers. The ranking of news as the most preferred content in online newspapers had received empirical support from other studies which showed that news is the most widely accessed media content by the audience (Matthew *et al.,* 2013; Patrick, 2015; Hassan *et al*., 2015).

Findings from this study also show that 10% of the respondents claimed that features and columns were their preferred contents in online newspapers. Respondents who said advertorial was their preferred contents in online newspapers were 7%. Out of the 374 respondents, 6%, 28% and 1% respectively stated that editorial, entertainment and graphics/aesthetics/visuals were their preferred contents in online newspapers. It has been empirically established that online newspapers' audience members prefer specific contents depending on their needs (Patrick, 2015). This means that readers of online newspapers do not just access contents for the sake of doing so; they access the contents in relation to their needs and gratifications they desire.

The Uses and Gratifications theory postulates that media use is selective and motivated by rational self-awareness of the individual's own needs and the expectations that these needs will be satisfied by particular types of media and contents. As Ndangam (2008) observes people sometimes seek media content that has functional relations to situations in which they are involved. Meanwhile, the result of the tested hypothesis of this study showed that there is no significant relationship between gratifications obtained by readers and the types of contents selected by readers of online newspapers in Eket LGA, AkwaIbom State, Nigeria.

Perceived needs that motivate residents of Eket LGA Akwa-Ibom State, to read online newspapers

It is established from the study that readers of online newspapers in Eket LGA are motivated by certain needs to read online newspapers. These needs include: information/education, companionship/overcoming boredom,

entertainment/relaxation. Others are escape from trouble of life, surveillance/gain knowledge, and advice on various issues.

As shown from the study, 37% respondents said entertainment/relaxation was the need that motivated them to read online newspapers, 19% claimed information/ education, 27% said companionship/overcoming boredom, 8% indicated that escape from the trouble of life was their need motivator, while 3% and 5% said the need that motivated them to read online newspapers were surveillance/gain knowledge and seeking advice on various issues respectively. In all of these needs, information/ education was ranked first as the main need motivator, followed by entertainment/ relaxation and surveillance/gain knowledge.

Diddi and LaRose (2006) note that audience gratifications can be derived from three distinct sources: media content, exposure to the media per se, and the social context that typifies the situation of exposure to different media. The result of the study underscores the fact that needs are rooted in both social and psychological backgrounds and they bring about expectations which audiences can fulfill through the media and other sources (McQuail, 2011); as people bend the media to their needs more readily than the media overpower them (Thorson *et al*., 2006).

Gratifications derived from online newspapers and the influence on choice of contents among readers in Eket LGA, AkwaIbom State, Nigeria

The data presented in Table 4 showed the gratifications derived by online newspaper readers in Eket LGA, Akwa-Ibom State, Nigeria. These gratifications resulted from the needs of the readers, either affective or cognitive. From the study, it could be deduced that the gratification of high quality information content was placed in the first position, followed by excitement and relaxation and then 24 hours' availability of news each day. However, the tested hypothesis of the study indicated that there is no significant relationship between gratifications derived by readers of online newspapers and the content they are exposed to in online newspapers.

The result of the tested hypothesis is in contrast with several studies which have shown the gratifications derived from the use of media by audiences (McQuail, 2011; Hynds, 2006; Ijeh, 2008; Dominick, 2009). Li's (2013) study reported that many people view Internet and conventional television for entertainment, pass time, escape, information and companionship. Chang and Leung's (2005) study on traditional news media and online news adoption listed interaction, diversion and surveillance as gratifications users derive from the medium, while Gasher and Klein's (2008) study on "Mapping the Geography of Online Newspapers," cited entertainment, sociability, acquisition and time. Oyero's (2007) study on "The Implication of Internet on the Media and the Practice of Mass Communication," reportedthat online newspaper readers use the medium for entertainment, pass time, escape, social interaction and information.

This finding also contradicts previous studies (Aliede, 2002; Okoye 2003; Salawu, 2004; Ko, Cho & Roberts, 2005; Akpan, 2006; Diddi & LaRose, 2006; Mohammed &Adamu 2010; Nwabueze, 2010)), on uses and gratification which

found that audiences get entertainment, social interaction, information, convenience, escapism, habit, pass time, surveillance, news, quizzes as what motivate the individual to use the media of communication of their choice.

Conclusion/Recommendations

From the findings of this study, it could be concluded that online newspapers' readers in Eket LGA, AkwaIbom State, Nigeria, most preferred content is news, followed by features and columns. The least preferred content is graphics/aesthetics/visuals. As shown from the study information/education, companionship/overcoming boredom, entertainment/relaxation, among others, are the perceived needs that motivate Eket readers to read online newspapers. The study also indicates that gratifications derived from reading online newspapers do not have any significant influence on the types of contents online newspapers' readers are exposed to. In other words, relationship between gratifications and choice of online newspaper contents could not be established.

It is therefore recommended that there should be adequate and constant training of journalists in audience research in relation to the perceived needs of online newspapers' readers.

Content providers should realise that many variables motivate online newspapers' readers to access contents that satisfy their needs.

Contents providers should pay more attention to such variables and align contents to meet such needs.

Readers of newspapers have shown clearly that they seek contents that have information and educational values. This means that newspaper publishers should devote more attention to providing such contents. They should shift their focus to contents that help readers gain knowledge and explore society generally.

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EFFECTIVENESS OF RADIO HEALTH PROGRAMMES FOR PUBLIC ENLIGHTENMENT DURING COVID-19 PANDEMIC LOCKDOWN AMONG RESIDENTS OF IJEBU-NORTH EAST LOCAL GOVERNMENT AREA OF OGUN STATE

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Abstract

The study examines the effectiveness of radio public enlightenment programme. This study employed a survey design. The study used sample size of 100 respondents and simple random sampling technique to select the respondents was adopted. Questionnaire was used as instrument of data collection. Data was analysed using statistical package for social science (SPSS) version 25. The study found that effectiveness of radio health programmes for public enlightenment during covid-19 pandemic lockdown have assisted in the actualisation of health care development needs of the people and the radio health programmes for public enlightenment during covid-19 pandemic lockdown in which levels of literacy have a significant influence on people and this determines the extent to which behavior change is made. The study concludes that radio is a powerful tool that can be used to shape people's negative thought towards radio health programmes for public enlightenment in the state. Finding shows that there is a poor programme quality and this is responsible for inability for radio programmes' effectiveness. Therefore, the media should design programmes or content in local languages to create awareness and educate the people on the importance of quality health services.

Keywords: Covid-19 pandemic, Radio, public enlightenment, quality health care, radio health programme

Introduction

In Nigeria, radio health public enlightenment programmes through radio has been a huge government venture as the Federal Government is placing adequate attention on health because of its role in national growth and development (FGN, 2014). Health public enlightenment programme through radio has been conceived as a veritable and vital tool towards ensuring a strong and virile society rather than a means of civilisation and social and health reform through inclusion of National Health Insurance Scheme (Olabisi, 2010). Now that health care system has been recognised as a sensitive issue that has to do with the lives of the Nigerian populace and an important factor for the development of any nation, Nigeria puts a high premium on health through public enlightenment programmes for public during covid-19 pandemic lockdown on her citizenry (Lateef, 2014). The economic growth of Nigeria hinges on the available personnel who are highly equipped with sound health through radio public enlightenment and not only the high quantity of natural resources which are available (Oyewole, 2008).

Ochuba (2013) notes that a nation without sound health radio public enlightenment programme that will benefit the general populace and educate the citizen will definitely jeopardises the future leaders who will help to propel development for the future generation. Oladunni (2012) observes that the falling health radio public enlightenment programme standard in Nigeria could be linked with inadequate dedication and commitment by the relevant stakeholders in health sector and Development communicators who are supposed to be saddled with the responsibility to facilitate effective instructional delivery and inadequate funding of health radio public enlightenment programme by the government in accordance with the United Nations standard. He further observed that the stakeholders at all tiers of our health system as well as the government have not performed up to the expectation in the process of providing and maintaining good health radio public enlightenment standard in our entire environment. Ochuba (2013) notes that the contents that learning in radio, retain in their memory and put into action after listening has a great role to play in national development.

Radio broadcast has been employed to deliver information to passive audience for the purpose of positive development or behavior changes in the community. radio broadcast talks to audience intimately and conveniently to remind audience of something they know which they have almost forgotten and at times, informs them about new discoveries around them and the world (Obasi, 2010).

With the technological changes and innovations in electronics and other means of communication, radio broadcast has continued to be one of the best means of communication due to its wide coverage, availability and transportation (Blessing & Dorothy, 2016). These features of radio position it as the only medium which can be accessed easily by all and sundry; such that everyone finds a programme to be identified with on-radio. Akintayo (2013) opines that radio has become a part of everyday life; and people for various reasons beyond the traditional entertainment, education and information purposes depend on radio. Thus, that radio is an agent of social mobilisation and development and is based on its many visible contributions to national development through its rich programmes which come in diverse

languages. It has been observed by Akintayo (2013) that Nigeria needs to venture more into many public health enlightenment programme so as to reduce the high level of death in our society.

Therefore, the radio has become an indispensable means of information dissemination in Nigeria and the society at large, especially in the areas of health public enlightenment programmes. Government, therefore, uses information dissemination through the media as an instrument for good governance to its citizenry most especially in health related issues. This has played a tremendous role towards national health development; hence, the use of radio as a tool by government in discharging its services to the nation. However, it has also been observed that the media practitioners are facing some difficulties, especially as they operate under unfavorable conditions, both in civilian administration and military regimes. In most cases, the pieces of information aired are more of irrelevance to the listeners, who are the core citizens because the press is being controlled by politicians who are the bidders of law makers. In essence, quality of radio health public enlightenment programme during the COVID-19 pandemic lockdown is a very essential ingredient that can propel national development in Nigeria in the area of health sector. Lack of quality health care system has constrained Nigerian to travel abroad for good health care. This study was embarked on in order to find out the how radio can be used as tool for public enlightenment for quality health care. So far the findings revealed that radio brought about the extent of development in the area of health care system. And if the radio stations are better managed and reformed, they can facilitate development of the rural areas to a greater level most especially their attitudes towards basic health care system.

Statement of the problem

Quality and widespread of health public enlightenment programmes are very expedient for sustainable national development in Nigeria. Obasi (2010) posited that all nations of the world, owe their level of development to the level of their health care system. Public enlightenment programmes are the veritable instrument for generating all genres and levels of manpower in any nation. It is believed in certain quarters that the standard of health care system in Nigeria is falling drastically. Obasi (2010) reterated the fact that former President of Nigeria, OlusegunObasanjo in year 2000, asserted that Nigerian health system is a living proof of the damages that bad governance can do to our society and social health structure.

Consequently, Obasanjo asserted that Nigeria has lost her direction as far as health and health enlightenment is concerned and, by extension, a clear direction to the country's future. Obasanjo added that the country's health system was already in crisis before the COVID-19 pandemic lockdown. This is to show the poor state of health facilities in Nigeria.

The essence of carrying out this research is to examine the effectiveness of radio on health public enlightenment programme during COVID-19 pandemic lockdown, with a view to determining how these health radio enlightenment

programmes are used to promote quality health care among the residents of Ijebu North-East Local Government Area, Ogun State. This research adds value to knowledge by throwing more light on the consistencies usage of radio health public enlightenment programme and proffers solution to the existing problems, which shall help in both the radio broadcasting and the health societal development.

Therefore, all the studies done that were reviewed on this phenomenon are both done both locally and internationally but only a few that addressed the issue of effectiveness of radio as an instrument of public enlightenment on health management during COVID-19 pandemic lockdown. On this note, the gap of the study is the fact the recent emergence of new health radio public enlightenment programmes which have not been identified in other research works in the time past. In essence, the study is to investigate the effectiveness of radio for public enlightenment on health programme during covid-19 pandemic lockdown among residents of Ijebu-North East Local Government area of Ogun State.

Objectives of the Study

The general objective the study is to examine the effectiveness of radio as an instrument of public enlightenment on health programme during COVID-19 pandemic lockdown among residents of Ijebu-North East Local Government Area of Ogun State. Therefore, the study seeks to achieve the following specific objective which is to:

i. Ascertain the effectiveness of radio health programmes for public enlightenment during covid-19 pandemic lockdown play among residents of Ijebu-North East Local Government Area of Ogun State.

Review of Empirical Studies

Ikechukwu (2000) examines information campaign effectiveness through some theoretical and practical considerations that should be taken into account in planning and executing public enlightenments campaigns in Nigeria and other developing countries and offers a multimedia model for more effective information campaigns in these areas. According to the model, well prepared and packaged information campaign messages should flow from the information campaign headquarters to the mass media and the interpersonal and group communication channels and through these channels to the target audiences with continual monitoring and evaluation by campaign officials.

Al-hassan (2011) examines the Role of Community Radio in Livelihood Improvement: The Case of Simli Radio. The study focuses on the contribution of Simli Radio to the livelihood improvement of the people in the Tolon-Kumbungu and Savelugu-Nanton Districts of the Northern Region of Ghana. A multi-stage sampling technique was used to select 12 communities for the study. Data were gathered on the use of broadcasting as a public health enlightenment tool, the promotion of traditional culture, communication and information sharing, entertainment and income promotion. The study established that radio has worked to improve awareness and knowledge of solutions to community development

problems ranging from culture, rural development, education, hygiene and sanitation, agriculture to local governance. The station has been an appropriate medium that has facilitated an interface between duty bearers and rights holders. It has promoted small and medium enterprise development by creating market opportunities for Small and Medium Enterprise (SME) operators and consequently improved sales and incomes. It is recommended that regular feedback from the listening public is essential in identifying listeners' preferences and the taste of various listeners segments (youth, women, men, aged, etc) and to avoid politics and religion.

Ezekiel and Peter (2014) assessed the use of radio and other means of information dissemination among the residents of Ado- Ekiti, Nigeria. The study adopted a survey research employing descriptive research design of the survey type, the instrument used to collect data was questionnaire. The sampled population was one hundred and twenty residents of Ado-Ekiti (120). Respondents were selected to participate in the study using simple random sampling technique while the collected data was analysed using tables, bar chart, simple percentage and frequency count, mean and standard deviation. The findings revealed that radio is the most important instrument in information dissemination because it reaches larger percentage of the people irrespective of their location; it promotes the level of awareness of the people on socio-political and economic issues and it also enable people to be adequately informed about programmes and activities of the government. The cost of accessing information through radio, television and use of mobile phone were not expensive as shown by the study while that of internet, satellite and cable television were expensive. Radio was mostly used to access information followed by mobile phone, television, newspaper, social network, satellite and cable television followed by the internet. The three major problems facing the residents of Ado-Ekiti in accessing information were poor television signals, high cost of purchase, installation and subscription of satellite television and many cannot afford the cost of internet connectivity.

Jegede, Akintayo, Chioma and Okechukwu (2015) examined Students' Perception of the Use of Campus Radio for enlightenment Purposes. This study sought to find out if the emergence of campus broadcasting in 2003/2004 with the sole aim of educating mass communication students and other students in the fields of arts and engineering has brought about the fulfillment of the dream of establishing broadcasting in Nigeria. Adopting the survey research method, a sample size of 220 students drawn from University of Lagos and Babcock University was selected through multi-stage sampling technique. Results indicate that majority of the students surveyed would like to listen to entertainment programmes rather than healthprogrammes. Recommendations were made on the need to adopt edutainment format while presenting programmes on campus radio stations and on the need for university teachers to make use of the campus radio platform in teaching their courses.

Ikyembe (2015) assessed rural enlightenment and socio-economic development programmes of government radio broadcasting stations in Kaduna State.This study

was designed to assess rural enlightenment and socio-economic development programmes of government radio broadcasting stations in Kaduna State, aimed at identifying the rural enlightenment and socio-economic development programmes, sectors involved, their aims, as well as the level of benefit and satisfaction derived from the programmes by the rural populace in Kaduna State. A survey method was adopted in undertaking the study and stratified random sampling technique was used in the selection of the sample size for the study. Five research questions were formulated for the study involving the staff of four government radio stations and the listeners (audience) from six selected Local Government Areas of Kaduna State. Answers were sought on available types of information on rural enlightenment and socio-economic development programmes of government radio broadcasting stations which include: Our Health, Let Them Live, Agric Panorama, Animal Husbandry, Inside Politics, Politics Today, Entrepreneurship, Gar WurigaWaina, Sports Arena, Mid-week Sports, Pace Setters, Al‟adum Mu, among others. Two hundred and ninety three (293) were returned. Data was analysed, using frequency tables, percentage count, pie charts, bar charts, and histograms. The researcher assessed the message content, language used in presenting the development programmes on health, agriculture, politics, sports, cultural activities and economic empowerment programmes. Efforts were made to ascertain whether listeners benefit from the programmes or not, the level of benefits and level of satisfaction derived from these development programmes by the rural dwellers that constitute the bulk of the state population. The study discovered that the rural enlightenment and government socio-economic development programmes aired by the radio stations including; Supreme FM 96.1 of Federal Radio Corporation of Nigeria (FRCN), Kaduna; Kaduna State Media Corporation (KSMC), Kaduna; Queen Frequency of Modulation 94.1, Zaria; and Rockside Frequency Modulation, Kafanchan, played appreciable roles in effectively disseminating information to the rural dwellers of Kaduna State. The study found out that the management of government radio houses and audience were positively perceived with good attitude about the potential of enlightenment on government socio-economic development programmes, while some respondents took for granted the information they got from the programme. The study also discovered the challenges faced by government radio broadcasting stations such as inadequate modern equipment, inadequate funds, lack of ICT facilities, and clashes in time schedule for the programmes by different stations, security of their equipment and government interference. It was recommended that, taking into consideration peoples socio-cultural and religious way of life, the use of simple language, goodprogramme timing and developing audiences‟ research mechanism will go a long way in influencing listeners of the programme towards attitudinal change. It is also recommended that government and well-meaningful Nigerians should ensure the provision of new and up-to-date facilities, provision of ICT facilities, smooth broadcasting of programmes, improved human capacity building for radio personnel; provision of adequate funds by government, provision of security to safeguard the equipment, as well as the

enactment of relevant laws that would prevent unnecessary government interference.

Agbamuche (2015) assess the use of electronic media in Nigerian health care system: principles, practice, problems and prescription. He reiterated thatelectronic media as a tool has created new options for extending and enhancing health care system. However, as the number of technologies of e-media in society increases rapidly, so does the rate of misuse. Even the most experienced members may be susceptible to unintentional mistakes. This research is weak as a result of the fact that there were no stated schools where these electronic media were allowed. The departure point of these two studies is the specific mention of radio and how it has recently improved in the creation of health radio public enlightenmentprogrammes for the promotion of quality care system

Blessing, Thom-otuya and Dorothy (2016), examinequality health radio public enlightenment programme for national development: the Nigerian experience. This paper emphasised that quality radio health public enlightenment and national development are the indices of quality care system, factors militating against quality radio health public enlightenment in Nigeria, draw a nexus between quality health care system and national development, and seek for ways of enhancing the quality of health radio public enlightenment in Nigeria. The improves the quality of radio public enlightenment programme in Nigeria and reducing capital flight resulting from Nigerians going abroad for good health care system.

Onozare (2016) examines audience perception of radio broadcasting as a tool for creating awareness on girl-child health care programme in Kaduna State. The major focus of this study was to find out how the audience perceives the radio healthprogramme*A Cece Su* (which means Let's Save Them in the Hausa language) as a tool for creating awareness of girl-child developmental issues. The survey method was adopted for the study. A questionnaire containing multiple-choice and written-response questions was administered to three hundred (300) respondents from three randomly selected Local Government Areas of Kaduna State in Northwest Nigeria. Data obtained from copies of the returned questionnaires were analysed using simple percentages and chi-square-based statistics. Analyses reveal that majority of respondents do not see the selected radio broadcast programme as sufficient on its own (in its present form) to bring about increased awareness on issues concerning the girlchild, her heath care system and development. Furthermore, chi-square analyses of the results at the 5% level of significance showed some statistically important demographic differences that could inform policy in favour of the girl-child. Particularly, statistically significant ($p<0.001$) and strong (Cramer's V parameter 0.52) differences were found for radio access in favour of the male and for opinions on equal gender opportunities and health care level ($p<0.001$ and Cramer's V of 0.47), with educated respondents showing a bias for equal opportunities. The former could inform a radio drive to provide radios for females while the latter indicates a bias that is consistent with the interaction and social integration aspects of the Uses and Gratification model (one of the audience perception theories. Particular importance is concerns by many respondents in their

written responses on how broadcast messages could help feed the girl-child and hence their recommendations for functional health care system that translates to income generation to be a part of the broadcast. Their recommendations are consistent with the Social Responsibility model of the press.

Augusta, Suleiman and Amina (2019) assessed the influence of Radio Broadcast programme on community mobilisation for community development association activities on HIV/AIDS' health and literacy. It was a descriptive survey design study involving two hundred and eighty five persons identified through a stratified random sampling technique. The reliability of the instrument was determined through a test-retest method. The scores were correlated by using Pearson Product Moment Method (PPMM) with reliability co-efficient of 74. The result of the analysis revealed that to some extent the radio broadcast programme has influenced the community development association's awareness on HIV/AIDS health care system, which also influence their participation in literacy health care. The paper thus recommends the need for other senatorial district to employ this strategy of using community development association to improve the health and literacy care of Gombe State citizenry.

In time passed, there were a couple of radio health public enlightenmentprogrammes on Radio in Nigeria with health enlightenment inclusive. Nigerian radio waves have been saturated with programmes that do not promote the embrace ofhealth radio public enlightenment as a tool for sustainable health development. However, the lockdown of nation in the recent COVID-19 Pandemic lockdown has raised a level of awareness and dependence on radio most especiallyradio healthpublic enlightenmentprogrammes broadcasting as a solution for the absence of regular health radio public enlightenmentprogramme on the streets and health centers as a result of social distancing, which has made the government of the western part of Nigeria create more health radio public enlightenment programmes.

Theoretical Framework

Agenda setting theory

This study of the effectiveness of radio as an instrument of public enlightenment onhealth programme during COVID-19 pandemic lockdown among residents of Ijebu-North East Local Government area of Ogun State is supported by the agenda setting theory ofMcCombs and Shaw (1977) which shows that members of the society tend to follow the agenda set by the dominant media in living their lives. Therefore, radio as a medium of communication can set the agenda about quality of radio health enlightenment through their health programme and this will become a major issue of public discourse. In essence, when media failed in their responsibility to the public, then the role of setting agenda for public discussion may not be fulfilled. This will create the much neededattention for the importance of quality of radio health public enlightenment programme. Augusta, Suleiman &Amina, (2019) sees the ability of the media to order and organise our world for us asone of

the most important effect mass communication has on our society. McComb and Shaw (1977) were able to infer from three surveys they carried out that it takes between two to six months for an item to move from a media agenda to a public agenda. This further strengthens the thinking that if the media devotes time in reporting on quality radio enlightenment programme, the masses will benefit and adequately equipped with educating information on health management. It goes a long way in creating awareness and gathering public support for quality radio health enlightenment programme. However, Akintayo (2013) note that the agenda setting theory is sometimes unclear about the role of interpersonal influence in the public's adoption of mass media agenda of issue.

Therefore, the importance of this theory to the study is that the theory was able to establish that media especially, radio sets agenda for public discussion. Therefore, listeners solemnly depend on what they hear on radio to shape their lives, hence it establishes the effectiveness of radio as a medium of health public enlightenment programme. This has greatly helped in combatting the deadly nature of COVID-19 pandemic during the lockdown period in Nigeria.

Methodology

The quantitative survey research design was adopted for this study. The residents of Ijebu- North East Local Government constituted the population of the study. According to the data obtained from the National Population Commission, there are 526,565 that fall on 18years and above residents of Ijebu-North East, Atan, Ogun State (NPC, 2006). The total population of the study was five hundred and twenty-six and five sixty five. The purposive sampling technique was used. Also, this is because it allows the researcher to choose thoserespondents. The purposive method also allows for data to be easily generated on the spur-of-the moment by taking advantage of the available respondents without the need for a probability sample at the town that housed the Local Government secretariat. In addition, sampling here is less complicated and therefore much less expensive.

The sample size was determined using Taro Yamane's sample size determinant in which two hundred and fifteen respondents was sampled (215). A questionnaire was used as the data collection instrument. The method of data collection was through researchers'- respondents face-to-face to collect information for the study. The researcher administered copies of questionnaires personally through face-to-face to residents of Ijebu-North East Local Government area. The questionnaire was used to gather the data from the various respondents. Once the data was collected, copies of questionnaires were edited for accuracy, consistency and completeness. However, before final analysis was done, data was checked to eliminate discrepancies and thereafter, classify them on the basis of similarity and then tabulate them. The descriptive statistical tools were used. Data Analysis and Presentationof data was analysed quantitatively with the use of frequency and percentages. Inferences were drawn based on the analysis. The data was analyzed

based on the objectives of the study. One hundred (215) copies of questionnaire were administered but two hundred and two (202) copies were recovered while 13 of the questionnaire were found not usable due to multiple ticking of options.

Frequency distribution of effective role in promotingquality health public enlightenmentduring covid-19 pandemic lockdown by radio campaign program among residents in Ijebu-North East Local Government

Variable	Yes	No	Total
Have radio programmes been effective in promoting quality health enlightenment programme?	156 52.6	46 47.4	**202** **100.0**
Has radio beening effective in creating enough health public enlightenment contents?	165 61.9	37 38.1	**202** **100.0**
Are the public enlightenment programmes'contents on the radio been informative and educative?	170 72.2	32 27.8	**202** **100.0**
Have radio programmes been effective in making health enlightenment contents available to the people on the need for quality health	151 52.6	51 47.4	**202** **100.0**
Has the information from the enlightenment contents of radio programmes influenced health decisions	169 71.1	33 28.9	**202** **100.0**

Source: Field Survey, 2020

From the table above, One hundred and fifty-six(52.6%) respondents viewed that radio programmes have beeneffective in promoting quality health enlightenment programme and fourty-Six(47.4%) respondents viewed that radio programme has not been effective in promoting quality health care, this implies that majority of the respondents viewed that radio programmes have not been effective in promoting quality health enlightenment.One hundred and Sixty- five(61.9%) respondents viewed that radio has been effective in creating enough radio public enlightenment contents and Thirty-Seven(38.1%) respondents viewed that radio has not been effective in creating enough health radio public enlightenment contents, this implies that majority of the respondents viewed that radio has been effective in creating enough health radio public enlightenment contents. One hundred and Seventy (72.2%) viewed that radio health public enlightenment contents on the radio programmes are informative and educative and Twenty-two (27.8%) respondents viewed that health radio enlightenment contents on the radio programmes are not informative and educative, this implies that majority of the respondents viewed that health radio enlightenment programme contents on the

radio programmes are informative and educative. One hundred and fifty-one(52.6%) respondents viewed that radio programmes has been effective in making health radio enlightenment contents available to the people on the need for quality of health radio public enlightenment and Fifty- one (47.4%) respondents viewed that radio programmes has not been effective in making enlightenment contents available to the people on the need for quality enlightenment, this implies that majority of the respondents viewed that radio programmes has been effective in making enlightenment contents available to the people on the need for quality radio enlightenmentprogrammeOne hundred and sixty-Nine(71.1%) respondents viewed that information from the enlightenment content of radio programmes has influenced heath decisions and Thirty-three (28.9%) respondents viewed that information from the healthenlightenment content of radio programmes has not influenced their health decisions, this implies that majority of the viewed that information from the enlightenment from the enlightenment content of radio programmes has influenced their health decisions.

Discussion of Findings

The study sought to examine the effectiveness of radio health programmes for public enlightenment during covid-19 pandemic lockdown among residents of Ijebu-North East Local Government Area of Ogun State. The discussion of findings is therefore guided by the research question raised in this study.

The research question ascertains the effectiveness of radio health programmes for public enlightenment during covid-19 pandemic lockdown among residents of Ijebu-North East Local Government Area of Ogun State. Table above shows that One hundred and fifty- six (52.6%) respondents viewed that radio programmes have been effective in promoting quality health enlightenment programme, this implies that majority of the respondents viewed that radio programme has been effective in promoting quality health enlightenment. One hundred and Sixty-five (61.9%) respondents viewed that radio has been effective in creating enough radio public enlightenment, this implies that majority of the respondents viewed that radio has been effective in creating enough health radio public enlightenment contents. One hundred and Seventy (72.2%) viewed that radio health public enlightenment contents on the radio programmes are informative and educative, this implies that majority of the respondents viewed that health radio enlightenment programme contents on the radio programmeshave informative and educative. Fifth-two (52.6%) respondents viewed that radio programmes have been effective in making health radio enlightenment contents available to the people on the need for quality of health radio public enlightenment, this implies that majority of the respondents viewed that radio programmes has been effective in making enlightenment contents available to the people on the need for quality radio enlightenment programme sixty-mine 71.1%) respondents viewed that information from the enlightenment content of radio programmes has influenced heath decisions, this implies that majority of the viewed that information from the enlightenment from the enlightenment content of radio programmes has influenced their health decisions

Summary of findings is presented in respect to the research objectives as can be seen as study shows that radio enlightenment programmes have assisted in the actualization of the health development needs of the people. The study shows that the health radio public enlightenment programmes have a significant influence on the health care level of the people. The study shows that the radio enlightenment programmes have provided some knowledge which helped in the improvement of the social and health well-being of the people. The finding of the study further shows that the residents of Ijebu North-East have a good understanding of radio enlightenment programmes.

The study further corroborates Agbamuche (2015) that assess the use of electronic media in Nigerian health care system: principles, practice, problems and prescription. He reiterated that electronic media as a tool has created new options for extending and enhancing health care system. However, as the number of technologies of e-media in society increases rapidly, so does the rate of misuse. Even the most experienced members may be susceptible to unintentional mistakes. The researcher therefore stressed that informally, radio stations in Nigeria should develop more time to health care programmes. The internet on the other hand should be used to enhance learning researching and building social interaction among students, teachers, media practitioners and producers in the society. Therefore, the research question is answered.

Conclusion

In conclusion, this study that radio is a powerful tool that can be used to re-shape people attitude towards lack of quality health care services in the state. It is recommended that the Government should sponsor and make more support to promote more health oriented radio public enlightenments programmes for the purpose of societal well-being. Government should continue the contribution towards achieving this healthsustainable development. More so, the need for monitoring, supervising and ensuring that all the financial and other investment on health facilities for the purpose of achieving sustainable development are not diverted for other purposes. Media stations especially radio must continue to be alive to their social responsibility through provision of good health programmes contents that can educate populace more on their health related issues. Future researcher investigating on credit management should looked into: radio as an instrument of public enlightenment for quality health should studied in other part of the state as the present study only focused on workers of Ijebu North-East. Also study can be done using qualitative analysis that is with the aid of interview.

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GLOBALIZATION AND CULTURE OF CORRUPTION: THE CASE OF NIGERIA

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Abstract

Culture matters in the perception and practices of corruption as numerous studies have shown that the practices and causes of corruption are correlated to cultural values. Since the world economy is becoming increasingly integrated and globalization brings benefits to developing countries and economies in transition, hence, embracing globalization can also bring new risks to developing countries. Among the issues we deal with on the global scene are wobbling economies, growing terrorism, spreading pandemics, a warming planet and online attacks against confidential information. Understanding how and why these problems are related would help us devise solutions that will have the greatest impact. The damage it wreaks on our economy and institutions is well documented. Globalization distorts markets by removing any notion of a level playing field, it undermines the rule of law, and it allows crony capitalists and the otherwise undeserving to hoard economic and political power. International civil societies such as Transparency International, Global Witness, Global Financial Integrity and more recently the Volcker Alliance have all had a great influence. However, globalization is responsible for an increasingly sophisticated form of corruption. Corruption had a lot to do with the IMF's core mission as very few people would disagree that the IMF needs to take measures to prevent outright theft of the funds it lends to countries. Findings have shown that corruption may hinder a country's ability to absorb the benefits of globalization. This work is therefore set on the notion that local corruption is associated with a higher foreign borrowing ratio, international politics and the activities of the multinational companies who perpetuates poverty and culture of corruption in the exploitation of natural resources of developing countries using Nigeria as a case in study. The methodology is qualitative while conflict and Institutional theories were particularly helpful in explaining the deeper relation that culture has on corruption and was used to explain this work.

Keywords: Globalisation, culture, corruption, Nigeria, Economy

Introduction

Many successive governments in Nigeria, both military and civilian rulers have attempted to fight corruption with various measures. What is worrisome is the fact that most of the Nigerian rulers who came in as physicians have come out as patients. Various measures have been put in place since 1976 till date, such as Public Officer Investigation of Asset Decree No. 5 of 1976; Forfeiture of Assets Decree No. 53 of 1999; the use of tribunal like the failed bank tribunal set up by Abacha

military administration; the Code of Conduct Bureau and the Code of Conduct Tribunal in 1979; and the fifth schedule Part 1 of 1999 Nigerian constitution, Ethical revolution of 1979 to 1983, WAI (1983-1985), WAI-C (1993-1998), ICPC in 2000, and EFCC in 2003, among others. Irrespective of these measures, Nigeria is rated as one of the most corrupt countries in the world.

However, the exact boundary of what is considered "corruption" may depend on culture. A survey in Thailand in the early 1990s revealed that the Thai people are willing to regard a wide range of behavior by government officials as "permissible" that would have been considered "corrupt" in the United States or Western Europe. Culture has been defined in different ways but the most acceptable definition of culture was given by an anthropologist Tylor (1879) who defined culture as a complex whole of the totality of man's acquisitions which includes norms, beliefs, arts, morals, symbols and ideology while Azelama (2002) defines corruption as any action or omission enacted by a member of an organization, which is against the rules, regulations, norms, and ethics of the organization, and the purpose is to meet the selfish end of the member at the detriment of the organization.

The World Bank Independent Evaluation Group (2006) also defines corruption as the abuse of office for private gains. Public office is abused for private gain when an official accepts, solicits, or extorts a bribe. Hence, culture of corruption could be said to imply the endemic nature with which it has permeated into society's fabric and the role globalization is playing in making it acceptable as a normal way of life in the global community. In Other words, this study is set to unravel the relationship between globalization and corruption and the role played by culture in making it acceptable. However, corruption is not just an ethical issue because its consequences go far beyond the criminal actions of an unethical person. Individual actions are linked to institutional actions (or lack of them) allowing, tolerating and sometimes promoting small or large-scale corrupt practices.

The monster called corruption is now nick named in the three major Nigerian languages as expressed by Ndokwu (2004) who says; the Igbos call it Igbuozu, the Yorubas call it Egunje while the Hausas call it Chuachua. People no longer frown or feel ashamed to engage in corrupt practices! Chuachua/Egunje or Igbuozu is now acceptable and it is possible to hear someone openly complaining that there is no Chuachua, Egunje or Igbuozu at his or her place of work and as such a person might quickly resign if he or she finds another work where there is opportunity for Chuachua. It is as bad as that! Corruption is a global phenomenon. It is not the exclusive preserve of any nation, race or section of the world but transcends national boundaries and frontiers and symbolizes phenomenal universal unwholesomeness politically, Aluko (2009) opined.

Thus, an official definition of globalization has been described byHeld et al (1999) as a widening, deepening and speeding up of worldwide inter-connectedness which includes political, military, economic, cultural, migratory and environmental dimensions in all aspects of contemporary life of world affairs. However, it is in the economic and financial spheres and the restructuring of world business where globalization has been more notorious and dynamic. Globalization has been marked

by an unprecedented subjection of the international economy to the discipline of a global integrated market under neoliberalism, leaving the traditional nation-state of African and other developing countries "borderless" and deeply immersed in a highly uncertain socio-political and economic environment. An essential feature of globalization is that

Also, Heidenheimer (2001) perceptively argued that public opinion determined when an act was corrupt or not. He distinguished between black, gray and white corruption leaving opened the possibility for conflict when the public's and the elite's perception on corruption collided. In so doing, he related the study of corruption to socio-cultural values and made possible its study from a longitudinal perspective. The first two definitions are "market-centered", focusing upon the nature and content of the exchange, while Friedrich's and Heidenheimer's bring corruption closer to the realm of democratic politics by focusing upon the public interest and public opinion Johnston (2002). However, because of the broadness of these concepts, the study will be narrowed down to Nigeria, where corruption has become endemic.

Literature Review

Literature review covers seven main objectives for this study which will be discussed among the following headings;

Causes of Corruption around the World

Corruption is a major cause of poverty and occurs at all levels of society, from local and national governments, civil society, judiciary functions, large and small businesses, military and other services. Corruption affects the poorest the most, in rich or poor nations, though all elements of society are affected in some way as corruption undermines political development, democracy, economic development, the environment, people's health and more. Around the world, the perception of corruption in public places is very high and is caused by the following;

i. The impact of Cold War corruption (supporting dictatorships, destabilizing democracies, funding opposition).
ii. Rich countries bribing rulers and officials from developing countries to gain export contracts, particularly in the arms trade and in construction (even justifying it by suggesting bribery is "customary" in those countries, so they need to do it to, in order to compete).
iii. The "corruption-inducing effects of the purchase, by the rich countries and their international corporations, of concessions in Third World countries to exploit natural deposits of oil, copper, gold, diamonds and the like." Payments made to rulers often violate local (and Western) rules, keeping corrupt rulers in power, who also embezzle a lot of money away.
iv. The drug trade. Neild (2002) suggests that international law and national laws in rich countries that prohibit drugs may serve to "produce a scarcity value irresistible to producers, smugglers and dealers." Governments and civil society in the third world are often "undermined, sometimes destroyed" by the violence

and corruption that goes with the drug trade. "This is probably the most important way in which the policies of rich countries foster corruption and violence Hawley, (2000).

When asking why poor countries are poor, it is quite common to hear, especially in wealthier countries that are perceived to have minimal corruption (at least domestically) that other countries are poor because of corruption. Yet, corruption is not something limited to third world despots. Rich countries too have been involved in corrupt practices around the world.

The Cultural Dimension of Corruption in Nigeria

Culture is key to understanding corruption, but not the only explanation. Moral responsibilities, management level issues (micro) and systems (macro) influence the perception, practices and changes in corruption. Recognizing the intersecting influences that cultural dimensions have on corruption can be predictors of ethical issues within certain national and cultural environments. With the politicization of ethnicity, Ogundiya (2009) was of the view that primordial ties, the bureaucratic, and the political elites found an avenue to siphon and squander state wealth for personal enrichment without strengthening the primordial public.

First, we need to understand what we mean by corruption and how the typology of corruption differs in the interpretation across cultures, sectors and national societies. Second, we need to examine how selected national cultural dimensions relate to corruption. Corruption can no longer be seen as an isolated unethical behavior of individual public servants without considering the effect of insufficient or inadequacy of the rule of law and government control mechanisms. The assumption is that the public need to understand corruption in relation to systems (institutional analysis) and culture (cultural dimensions). Hofstede (2011) in his first chapter of Organizations and Cultures explains well this evolution of values in relation to culture, time, family, school and work shown in figure 1.

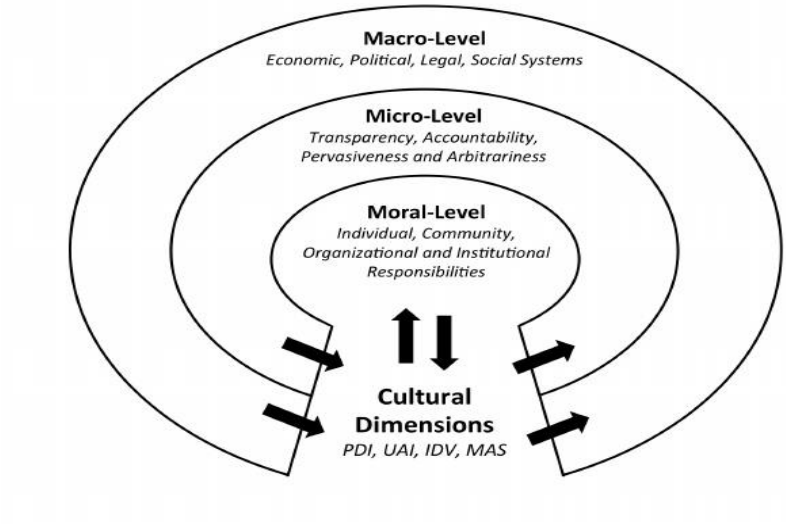


Figure 1: Culturally Integrated Anti-Corruption Model by Hofstede (2011)

Cultural dimensions, although minimized in the institutionalization processes driven by globalization and localization, permeate and influence the moral, micro and macro levels. Figure 1 represents an integrated model with the interception of culture in the understanding of corruption perception and practices. The arrows represent the influence that culture has on the moral, micro and macro levels. They also represent the fact that this is not a mechanic model. Cultural values are practices evolve in time and in the interaction with systems, institutions, organizations, norms and different cultural values.

Poor governance and the culture of corruption in Nigeria

Corruption is the misuse of entrusted power or a dishonest use of one's office or position for personal gain. It is a cancerous global phenomenon, which has continued to cripple the developmental efforts of Nigeria. Corruption in Nigeria manifests in the form of misappropriation, kickback, over-invoicing, bribery, embezzlement, tribalism, nepotism, money laundering, and outright looting of the treasury. In Nigeria, most of the elected and appointive public office holders and top bureaucrats use their position of authority to actively engage in corrupt practices (Obuah, 2010a).

Empirical research by Edgardo (2007) on corruption has convincingly shown that poor governance, typically in various forms of corruption is "a major deterrent to investment and economic growth and has had a disproportionate impact on the poor." Poor governance and corruption perpetuate poverty and inhibit common good economics and foreign investments benefiting the creation of sustainable development projects. We also know that corruption is not the sole responsibility of public officials but also of civil society and business sector. While African corruption money generally ends in the pockets of politicians, Asian and East European corrupt state officials tend to reinvest the money in sensible business projects in their countries.

The Impact of Globalization on culture of Corruption in Nigeria

The cultural contact between Western Europe and African traditional societies produced a cultural change in Africa. Africans embraced some aspects of the European culture and value. They enthroned a cultural revolution that was indispensable to the development of African societies (Azelama, 2002). Embracing European culture did not lead to rejection of their traditional values; this led to a "culture conflict." Before the advent of colonization, African societies had their conventional way of preventing and penalizing corrupt practices. Azelama is of the opinion that, to a varied extent, Nigerians continue to be influenced by traditional religious beliefs, even those who claim to be devoted Christians, Muslims, and educated elites, which is regarded as the "culture conflict." The resultant effect of culture conflict today is that African traditional values have proved too weak while adopted European values proved insufficient in restraining and preventing corrupt practices in Nigeria (Azelama, 2002, 2005).

The African traditional value that was based on communal life was eroded by the western value of monetized economy, materialism, capitalism, without Africans or Nigerians fully internalizing corruption control mechanisms in the new system evolved in Africa by the West. Therefore, the people's moral value became perverted, leading to endemic corruption. This implies that culture contact in the form of globalization led to materialism that occasioned greediness, reduced devotion to communal services. According to this school, the antidote and recipe to the diseases of corruption are crystal clear. It is to go back to the African traditional values of hard work, honesty, communal lifestyle, neighborliness and celebration of good characters and track record in governance (Azelama, 2002). However, this school of thought is flawed on the ground that it fails to direct its focus on corruption in traditional African societies which metamorphosed into political corruption not only Nigeria but African politics general.

Governance and Political Corruption in Nigeria

Governance as viewed by the international organizations is something "exogenous," something that a country just happens to have and which, through a better electoral process, more transparent laws and more honest lawmakers can be improved. Thus the international organizations are in a permanent, and fruitless, search of an "honest" lawmaker, an Eliot Ness (Branco, 2007) who will bust corruption and illegality. They fail to notice that governance structures respond to underlying incentives, and to expect an honest person to rise to power in a corrupt state is akin to expecting a person with no financial backing from big business to be elected president of the US. In both cases, the outcome of a political process reflects the country's underlying economic conditions.

From a political economy perspective, globalization acts on the supply side of corruption, giving incentives to international business seeking to accede new markets or to displace competitors. It is an external stimulus that made corruption proliferates in the absence of international standards of ethics and regulations sanctioning corruption. Corruption started to be considered a malaise harming international competition and foreign investment as well as growth and development in recently democratizing countries. Several studies demonstrated that foreign investment, growth and fiscal revenues were negatively correlated with corruption (Paolo, 1999).

As a tax over foreign investment, corruption diminished the profits of business or simply transferred costs to consumers. It also diminished state revenues since moneys from bribes usually went into the pockets of corrupt elites and not to finance development projects. And when it did, investment went to finance big infrastructure projects and not health or educational programs thought to be the least prone to corruption.

Once organized crime and its supporters become the largest employers in the country, they play the same role that a more conventional business plays in other countries. They try to influence the political process. Moreover, they need to control the political arena election of presidents and parliaments more tightly than "normal"

business people because their very existence depends on having a government willing to tolerate violation of international rules as the country's main activity. The government structure that emerges is "endogenous": It reflects domestic social and economic structure, which in turn is the outcome of greater international trade and economic incentives, much like other countries, except that the governance structure is, almost inevitably, more corrupt. The recent World Bank and International Monetary Fund's insistence on reforming governance in these countries is bound to fail because the cause is misdiagnosed (Branco, 2007).

Characteristics of a Corrupt State

Excessive looting of the Economy

The former Economic and Financial Crime Commission (EFCC) Chairman, Nuhu Ribadu, claims that the over US$400 billion that had been looted from Nigeria by the leaders is six times the total value of resources committed to rebuilding Western Europe after the Second World War (Ademola, 2011, p. 312). Hence, political corruption has derailed meaningful developmental goals, resulting in high level of unemployment and disconnection of the people from the leaders with attendant insecurity such as youth restiveness, arm-robbery, and kidnapping for ransom.

Weak Governance Structure

A key feature of a corrupt state is its weak governance structure, lawlessness and inability to move toward self-sustained development. It has become a cliché that globalization in the sense of greater integration of the world economies has brought both pain and gain. But in the general painting of the dark side of globalization, one aspect is frequently ignored: Intensified trade and travel have enabled the rise of corrupt states that thrive on illegal businesses. Only by changing the rules of the same global trade that has allowed corrupt states to grow can one hope to remove this blot on globalization.

Criminals Control the Economy

Corrupt states thrive on producing goods and services that are illegal but increasingly profitable in the global world. Due to low costs of transportation, more illegal goods enter middle-class markets. Once criminal groups start controlling an economy, they throw their support behind corrupt politicians in government, complicating the work of local activists or international organizations that seek reform. "Meaningful reforms do not begin in the corrupt states themselves, but in the rich world that consumes illegal goods and services," suggests economist Branco (2007). Legalizing the goods would reduce profits, and corruption ends when the profits vanish.

Reduction of Tax Revenue

Corruption reduces tax revenues by compromising the ability of the state administration to collect taxes and fees, although the net effect depends on how the

nominal tax and other regulatory burdens were selected by officials, exposed to corruption

Negative impact on Businesses

The impact of corruption on business largely depends on the size of the company. Large companies are often politically protected unlike small and middle sized companies which are more difficult to survive under harsh economic climate.

Negative impact on Economic Growth and development

Through the influence of corruption on allocation of talents, indirectly corruption has a negative impact on economic growth through the allocation of talents since gifted and prospective students are driven to choose course of study based on cost due to the influence of environment and the situation in the country, for example the confusion of whether to study law rather than engineering which would add more value to the country. One of the hypothesis of a survey Stefan (2018) which has been confirmed was that the higher the degree of corruption, the lower the economic development measured by the GDP per capita, The authors detected a positive correlation; corruption thus affects the economic development of nations. The United Nations estimate that the cost of corruption in Nigeria under the late General SaniAbacha was estimated to $5 billion. However, the World Bank survey shows that $1 billion in bribes, both in rich and developing countries are paid annually which means that even the developed countries are not immuned to corruption.

Less Attractive for Investors

Corrupt countries are less attractive for investors as noted by Smarzynska and Wei (2000) and if they do opt for an investment, due to non-transparent bureaucracy, they often enter the market with a joint venture as they usually understand or control matters of the home country better. They came to similar conclusions regarding the effects of corruption on the size and composition of investments.

High Rate of Unemployment and Poverty

Corruption for various reasons also affects employment because job does not go to the most suitable or qualified person but the one who is ready to pay for it or in any other way to return favour. This in effect increases unemployment and poverty on the masses.

The Culture of Corruption in Nigeria

The following behaviors and much more are regarded as forms of political corruption in Nigeria;

Electoral Corruption: This refers to buying of votes with money, intimidation of agents of opposition parties at the Polling units, obstructing the freedom of election, and engaging in ballot snatching and stuffing (Idada &Uhunmwuangho, 2012). It

involves manipulation of voters' register, brigandage, and all manner of electoral violence leading to killing and maiming of people. It also involves multiple thumb printing on ballot papers, the announcement of votes in areas where votes were not cast, and winners of elections ending up as the losers.

Nepotism: This is a highly biased method of distribution of state resources where a public officer prefers his or her relatives and family members or friends in awarding contracts, job recruitment, promotion, appointment to public positions, thereby ignoring the merit principle; this may lead to the downgrading of the quality of the public service (Amundsen, 1997; Commonwealth Association for Public Administration and Management, 2010). It also includes exemption of one's relatives and friends from the application of certain punitive laws or regulations, and this may disrupt esprit de corps and trust.

Favoritism: This is a form of corruption where a public servant gives undue preference or favor to his or her friends, family, and anybody close and trusted in recruitment, promotion, and so on.

Procurement Scam: This refers to over-invoicing of government contracts or corruption related to purchases. That is, the purchase price of an item is inflated so that the difference between the inflated price and actual price is shared between the person who does the purchasing and the sellers or it is taken by the purchaser alone with the seller conniving. (Azelama, 2002, p. 92).

Ghost–Workers Phenomenon: This is a practice where the management of a public organization deliberately inflates the payroll by including fictitious names to get more subventions for salary. The excess is siphoned by the members of management in connivance with some members of governing councils or boards (Azelama, 2005).

Budget Corruption (Padding): This is a form of corruption where management of a public organization in connivance with governing council or board minister/commissioner bribes some members of the legislature to approve inflated estimate for the institution during budgeting. In a situation where the budget is already approved, the management is expected to give tips or gratifications to the government functionaries whose duty it is to release money to the institutions (Azelama, 2005).

Damaging Effects of Corruption in Nigeria

In many African states, particularly Nigeria, corruption is a clog in the wheel of progress, as well as a malaise that inflicts every aspect of the society. Corruption drains African countries more than US$140 billion yearly (Ribadu cited in Obuah, 2010a). Corruption deprives enabling environment for potential investors to invest; it distorts public expenditure, increases cost of running businesses, cost of governance and diverts resources from poor to rich nations. Nigeria is the most populous country in Africa; it has an estimated population of 160 million people. The economy is mainly dependent on oil, which sustains corrupt practices. The NuhuRibaduled Petroleum Revenue and Special Task Force revealed that Nigeria has been robbed to the tune of almost 100 billion dollars. All the indicted leaders in

the cases of Siemens, Halliburton, and other scandals are walking freely and still dictating who gets what and how in the Nigerian political arena.

Oil revenues in Nigeria tend to be collected by governments in ways that are unusually difficult for citizens to track and unusually easy for crooked officials to divert; hence, some revenue end up in off-budget accounts or the pockets of government officials, and is never heard of again. Mehlum and Ragner (2002) observe that governments that depend on oil and that get their revenue from natural resources become less democratic and hence less accountable than countries that rely on other income sources such as taxation. In some cases, governments of resource-dependent countries use their largesse to prevent the formation of independent social groups that might eventually demand political rights (Isham, Pritchett, Woolcock, & Bushy, 2004).

The effects of corruption in Nigeria are outrageous. The effects range from under development, absence of basic infrastructure such as potable water, good road networks, misappropriation of national resources leading to massive poverty, mediocrity in leadership and cluelessness in professionalism, deficient leadership outputs, high unemployment and youth hopelessness, continuous widening gap between the rich and poor, and falling standard of education leading to production of low-quality graduates (Waziri, 2010). Corruption has made students and products of the tertiary institutions suffer from loss of self-confidence, hopelessness, and loss of confidence in handwork and societal value. It has lowered the image of academic and non-academic members, as well as governing councils of most public tertiary institutions in Nigeria.

Corruption denies access to basic education and health services, fuels political violence, generates popular anger that threatens to further destabilize societies, and exacerbates violent conflict (TI, 2012). It distorts public expenditure; increases cost of running businesses as well as cost of governance, and divert resources from poor to rich nations. It has frustrated research efforts, derailed administrative goals, instigated organizational goals displacement, and it has also drastically reduced the image of Nigeria in the international communities to mention just a few (Azelama, 2005; Waziri, 2010).

According to the Transparency International (TI; 2005) Report, corruption drains Nigeria, about 20% of her gross domestic product (GDP). Corruption is Nigeria's worst problem; it is responsible for all kinds of woes, such as election rigging, failed promises, abandoned projects, poor quality of implemented projects, dilapidated infrastructure, nepotism, instability in the Niger Delta, and impediment to flow of foreign direct investment (Obuah, 2010b).

However, the former Economic and Financial Crime Commission (EFCC) Chairman, NuhuRibadu, claims that the over US$400 billion that had been looted from Nigeria by the leaders is "six times the total value of resources committed to rebuilding Western Europe after the Second World War" (Ademola, 2011, p. 312). Political corruption has derailed meaningful developmental goals, resulting in high level of unemployment and disconnection of the people from the leaders with attendant insecurity such as youth restiveness, arm-robbery, and kidnapping for

ransom. Research in the mid-1990s showed that corruption is a hindrance to economic growth. More recent research showed that more corrupt countries receive less benefits of globalization.

The Effect of Globalization on Corruption

Before globalization corruption was a country specific phenomenon, restricted to a few multinationals trying to penetrate closed and state-controlled developing economies, bribing politicians, highly placed bureaucrats or dictators and their cronies. No doubt, corruption is the unethical or illegal advantages procured through official position.

Justice Mustapha Akanbi (2003), the distinguished former chairman of ICPC classified corruption in Nigeria into three categories, these are:

i. Street level corruption which describes corruption in administration as shown in day to day experiences of the citizens in their interactions with officials.
ii. Business corruption that occurs among low to medium sized business with or without active connivance of the equivalent public sector official.
iii. High level corruption, which involves huge sums of money in high power centers in finance, public service and administration.

Petty corruption headed is highly visible, pervasive, endemic and in some cases institutionalized. This institutionalization of corruption according to him, is possible because of the poor standard of ethics is of course a function of other social malaise like greed. Stiglitz (2002) in his own view, argues that corruption is systematic, a continuous cycle of deliberate initiative erected by those in authority and beneficial to politically structured groups. There is so much literature that has been devoted to specific aspects of globalization namely trade and FDI on corruption (Wei, 2000; Treisman, 2000; Bonaglia et al., 2001; Serra, 2006). Only a few analysishave paid attention to globalization as a multidimensional phenomenon. Thus, this article contributes to the current literature and argues that the relationship between globalization and corruption might not be as simple as often hypothesized. In fact, globalization can contribute to curbing corruption as well as increasing it.

Consider how globalization can be beneficial to developing countries in curbing corruption. One advantage of globalization is to provide better access to information. Hence it gives people power and makes them zealous regulators of economic activities, responsible and accountable (Balestrini, 2001). As countries integrate the global economy, accountability and transparency in public administration could be acquired from the pressure exerted by both domestic and international constituents, thus reducing opportunities for corrupt behavior. Likewise, Prakash and Hart (2000) note that as the economy globalizes institutional impediments are removed. Globalization also helps countries to build better political institutions, making them able to uphold laws through judicial processes (Akhter, 2004).

Sandholtz and Gray (2003) argue that the effect of international integration on the level ofcorruption in a given country is mediated by two transmitting channels.

First, by affecting the economic incentives, international integration alters the costs and benefits of the agents engaging in corrupt acts. Second, by de-justifying and stigmatizing corruption, international integration exerts both economic and normative pressures on countries that participate in the global economy.

Although corruption is systematic Egwakhe (2007) opined that the institutional agents' extortive (extractive) corruption contexts are perfectly distinguishable and independent, thus, less difficult to authentically specify the order of casualty or precedent between the perpetuator and the beneficiary (ies). Bureaucratic structure gave birth to extractive corruption. Critical observation reveals that the state or some state agents benefit most from extra-legal transactions in the name of the state. This kind of corruption unfolds when institutional decision-makers exploit the government power they are equipped with, to tailored and sustain their self-interest, power, status and wealth. The agents' extractive behavior unfolds towards evading the iron cage of the law thereby instituting conditional reciprocity between the agent(s) and the law breaker.

Obasanjo (2004) as reported by Afolabi (2007) enumerated the various forms of corruption to include fee fraud (known as 419), money laundering, unconventional and fraudulent trade practices, misappropriation or diversion of funds, kick-backs, under and over invoicing, bribery, false declarations, abuse of office, and collection of illegal tolls. Other contextual meanings include the impairment of integrity, virtue or moral principles, and an unauthorized use of resources for private gain. Agbaje (2004) by way of contextualizing corruption within the territory of public service listed such factors as pervasion of public rules and misuse of official power for selfish motive, and the frustration of electoral process to make free and fair election impossible. Other forms of corruption to him are the deliberate refusal to declare one'sassets on the assumption and expiration of public office and of course using one's official status to prevent the administration of justice which is common by the executives (past and present) of different capacities in Nigeria.

In the word of Akinyemi (2004) corruption was described as "the acquisition of that which one (as a member of society not public official alone) is not entitled' described corruption to be any use of official position, resources or facilities for personal benefit, or possible conflict of interest between public position and private benefit. This, of course, to him involves offenses of misconduct in public offices and is also covered by a variety of internal regulations….lastly El-Rufia (2003) made corruption to cover: a wide range of social misconducts, including fraud, extortion, embezzlement, bribery, nepotism, influence peddling, bestowing of favours to friends, rigging of elections, abuse of public properties, the leaking of official government secrets, sales of expired and defective goods like drugs, food, electronics and spare parts to the public.

To round up this conceptualization, the words of Alanamu (2009) will be useful. He says corruption is like a disease that can cause total pathology for an organization and in relation to the society corruption can affect the economic, social, political and the moral aspects of the society as it is the case in Nigeria.

Methodology

The method of data collection for this work was purely qualitative in that materials were sourced from journal articles, online and internet sources which were well researched and published in credible national and international journals.

Theoretical Explanation

Corruption, originates due to the self-interest, ravenousness, materialism, egotism, and cruelty among the members of different social classes. From the study and analysis of corruption, the growth of society, type of life, behavior of people, relationships of people in the society, customs and tradition should be considered as the factors. The sociological perspective covers the areas of development of social life, social relationships of individuals, groups and institutions.

Conflict/Institutional Theory

Karl Marx explained through conflict theory that human cultural values are important for a society. According to him, power and money shapes the social structure through developing the struggle among the classes to attain the best. Hence, the urge of attaining wealth and power not only bring a negative aspect of society but the positive side also emerges only if the class's difference of upper and lower is put on an end and if there are equality and inclusiveness in the society. He made it clear that materialism and power make the differences in the society thus these differences manifests itself in the form of power struggle depending on the opportunities that are available to the people.

Karl Marx in the work of Mills (2015) showed through materialistic view of history that people work hard for food, shelter, home, and clothing and work to earn for their living. This therefore results into class struggle which shapes up the social structure of the societyby creating the workers and the owners of means of production. These two divisions of people create the differences as the owners gain profit but pay less to the workers than the worth of the work, which leads to exploitation of the society. This exploitation further brings political domination thus creating classes in power between those who are economically strong and so gain the power of controlling the country. In other words, corruption is institutionalized by the strong to check and punish the weak and the powerless.

According to the American Sociologist, C Wright Mills, people who have lots of power, are in position to make decisions having major consequences. He is considered as the conflict theory founder. According to his theory the social structure, come into form by the negotiation and struggle of people belonging to different classes, thinking, ideas and interest. These people with their power and resources shape up the society. He explains that the personal troubles and issues also have impact on the society structure and economic power is not the only thing, which brings conflict in society. According to him, a good society can come into existence by erasing the differences between the powerful and powerless people and by bringing equality among the people (Mills, 2015).

From the statement of (Azelama, 2002) Nigeria has two publics can be identified; these are the primordial public and the civil public. The primordial public is associated with kinship, tribe/ethnic group, while the civil society relates to the society outside kinship either in the public sector or in the private sector where individuals work. That is, the individual in the civil public views his duties as moral obligations to benefit and sustain a primordial public of which he is a member. Nigerians tend to show loyalty to their kinships higher than the civil societies.

Therefore, any circumstance where there is a conflict of interest between the primordial public and the civil public, Nigerians tend to protect primordial interest at the expense of the civil public.

According toEkeh quoted in Ogundiya (2009) a good citizen of the primordial public gives out and asks for nothing in return; a lucky citizen of the civil public gains from the civil but enjoys escaping giving anything in return whenever he can. But such a lucky man would not be a good man were he to channel all his lucky gains to his private purse. He will only continue to be a good man if he channels part of the largesse from the civic public to the primordial public. That is the logic of the dialectics. The unwritten law of the dialectics is that it is legitimate to rob the civic public in order to strengthen the primordial public. (p. 283).

The presence of social classes and ethnic groups in Nigeria is one of the factors for the existence of corruption. By analyzing the social structure of Nigeria according to the sociological theories, the division of a society into classes, ethnic and even religious groups gives origin to bribery, quest for power, and greediness for attaining the best than others. Studies by Alo&Faniran (2005) in re-examining the fight by Independent Corrupt Practices Commission (ICPC) against public sector and corruption in Nigeria, social structure and the environment surrounding government employees contain many factors that could be seen as hotbed for corruption. In Nigeria, investigating authorities are under great pressure to expose corrupt practices by government employees, especially by office holders in the national government, high-ranking government officials and members of the ruling elite. However, police are making money off the crimes they are supposed to arrest and prosecute. Even the international financial institutions and multinational conglomerates are not left out in this global culture of corruption Transparency International (2012).

World Bank, IMF and Institutionalised Corruption

The international business environment, encouraged by a form of globalization that is heavily influenced by the wealthier and more powerful countries in the world makes it easier for multinationals to make profit and even for a few countries to benefit. For multinationals (Hawley, 2000) bribery enables companies to gain contracts (particularly for public works and military equipment) or concessions which they would not otherwise have won, or to do so on more favorable terms. Every year, Western businesses pay huge amounts of money in bribes to win friends, influence and contracts. These bribes are conservatively estimated to run to

US$80 billion a year roughly the amount that the UN believes is needed to eradicate global poverty.

The fraud and corruption schemes uncovered by investigators at the World Bank are linked to many other global challenges. McCarthy (2014) claimed that more than 60% of the complaints we received relating to projects in fragile and conflict-affected situations involved corruption and embezzlement. At a deeper level are the policies that form the backbone to globalization. These policies are often prescribed by international institutions such as the World Bank and IMF. For years, they have received sharp criticism for exacerbating poverty through policies such as Structural Adjustment, rapid deregulation and opening barriers to trade before poorer countries are economic ready to do so. This has also created situations ripe for corruption to flourish

What does corruption have to do with the IMF's core mission? Very few people would disagree that the IMF needs to take measures to prevent outright theft of the funds it lends to countries. But it goes beyond that. First, corruption may hinder a country's ability to absorb the benefits of globalization which the IMF was set up to promote by reducing foreign direct investment, for example. Second, while the IMF is put in charge of minimizing the risks associated with globalization and the likelihood of currency crises, corruption may make a country more vulnerable to the risks of a currency crisis. Therefore, lending support to anti-corruption efforts in the developing countries is very much consistent with the central mission of the IMF. As Western governments and the World Bank and IMF shout ever more loudly about corruption, their own policies are making it worse in both North and South. Particularly at fault are deregulation, privatization, and structural adjustment policies requiring civil service reform and economic liberalization (Wei, 2001)

The Bank has so far shown no signs of taking back this view. It continues to claim that corruption can be battled through deregulation of the economy; public sector reform in areas such as customs, tax administration and civil service; strengthening of anti-corruption and audit bodies; and decentralization. Yet the empirical evidence of Hawley, (2000) is mostly from the World Bank itself and suggests that far from reducing corruption, such policies, and the manner in which they have been implemented, have in some circumstances increased it.

The Role of Multinationals in Globalised Corruption

The International business environment, encouraged by a form of globalization that is heavily influenced by the wealthier and more powerful countries in the world makes it easier for multinationals to make profit and even for a few countries to benefit. For multinationals, bribery enables companies to gain contracts (particularly for public works and military equipment) or consessions which they would not otherwise have won or to do so on more favourable terms.

Western businesses pay huge amounts of money in bribes to win friends, influence and contracts. These bribes are conservatively estimated to run to US$80 billion a year roughly the amount that the UN believes is needed to eradicate global

poverty. Hawley (2000) also lists a number of impacts that multinationals' corrupt practices have on the developing countries, and include:

1. They undermine development and exacerbate inequality and poverty.
2. They disadvantage smaller domestic firms.
3. They transfer money that could be put towards poverty eradication into the hands of the rich countries.

Research in the mid-1990s showed that corruption is a hindrance to economic growth and more recent research showed that more corrupt countries receive less benefits of globalization.

Conclusion

Corruption is recognized as one of the world's greatest challenges. It is not just about ethics. It is also about how the government is set up and managed. That is why improving the capacity, accountability, and transparency mechanism of a government is fundamental in fighting corruption. Educating socially responsible public servants in a globalizing world would require implementing programs, degrees, curricula and trainings that integrate ethical decision making with the awareness of structural, technical and cultural implications of anti-corruption. It would also require seeing public service not in a vacuum of functional administrations but in relation to rights and responsibilities across sectors and culture. As government administrations operate more and more in inter-local, inter-regional and inter-national dynamics, the need for understanding and deal effectively with cultural dimensions is no longer an elective in good governance education. Such education should also integrate the contemporary corruption challenges and effective anti-corruption strategies emerging from national agencies, international agencies and non-governmental organizations. It also suggests that teaching anti-corruption in public service education is a must and it should be integrated with adequate moral, micro, macro and cultural dimensions.

Recommendations

Transparency and Accountability Operations

Transferring the lessons of special governance zones to a nationwide reform effort poses new challenges. Nonetheless, a successful special governance zone substantially raises the likelihood of success. First, a working special governance zone can serve as a model for the rest of the country. Second and more importantly, because bureaucrats often use tradition or culture as an excuse to stifle anti-corruption reforms, a successful special government zones(SGZ) in a place with identical tradition and culture undermines this excuse and can provide new impetus for reforms in other parts of the country.

Effective anti-corruption strategies

A review of empirical and theoretical studies of corruption across cultures is necessary as our students begin their careers and our societies increasingly become more international and inter-culturally related. Effective teaching of anti-corruption and good governance requires intercultural learning and cultural competency. Therefore, effective anti-corruption strategies need to have comprehensive multi-sector integrated approaches. A key element of this is the ethical education of public servants. Master programs in public administration, public service and international development should include in their curricula both theoretical and practical insights on good governance and anti-corruption.

Good Governance

Effective good governance and anti-corruption teaching in government institutions would also require being both culturally intelligent and internationally competent, addressing the interpersonal, inter-organization, inter-institutional and inter-cultural facets of corruption.

Curricular articulation

Universities and training organizations alike should take culture's impact on corruption into serious consideration when designing educational and professional programs. Curricular articulation of the complex phenomena of corruption into Nigeria's educational system hence we need to propose an integrated model for teaching anti-corruption while fostering sustainable and intercultural good government solutions.

Develop cultural intelligence in Organisations

The inclusion of culture in the study of corruption could lead to developing more appropriate and effective practices and policies to mitigating corruption. Students in public service can develop their cultural intelligence, essential for helping individuals and organizations in dealing with culturally embedded corrupt practices.

Culture of Integrity

Recognizing that integrity is the cornerstone of good governance and anti-corruption, the organisation for Economic Co-operation and Development (OECD) also has a comprehensive plan for fighting bribery and corruption. Hence, they articulate mechanisms for promoting, developing and measuring public service integrity at various levels. We need to implement effective educational programs that integrate theory with practice with cultural dimensions.

Meritocracy and professionalism

There is need for reforms in all sectors of Nigerian public service; the public institutions must be characterized by meritocracy and professionalism, a high morale cum reform-minded public servants, with a sense of patriotism and commitment to fighting corruption, as well as ensuring transparent management and instituting more effective corruption-reporting mechanism.

Independent Graft Fighting Agencies

The anti-corruption agencies must not only be made to function independently of government apparatus but must also have the capacity to institute and effectively execute sanctions, without recourse to the personality involved. Anti-corruption institutions should be strengthened with good funding and appropriate legislation. Punishment on corruption should be severe to act as deterrence.

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KNOWLEDGE, ATTITUDE AND PRACTICES OF PREGNANT WOMEN IN ILORIN TOWARDS PREVENTION OF MOTHER -TO -CHILD -TRANSMISSION OF HIV/AIDS CAMPAIGN

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Abstract

The study investigated the awareness of pregnant women who are presently attending antenatal careon the mother-to-child-transmission of HIV/AIDS in Ilorin metropolis, using Focus Group Discussions (FGD) method to generate its data from the purposely-sampled pregnant women. The study adopted the theory of planned behaviorfocusing a cohort ofpregnant women attending public andprivate antenatal care facilities for thefirst time in their current pregnancy. Specifically, the study set out to explain intendedand actual HIV testing, using theextended version of the TPB framework. The research sample size was purposively selected. Three groups were organized in three different obstetrics hospital and each group comprising of seven pregnant women as participants while 25 structured focus group questions were used as a guide to collect the data for the study. The ivory software program was usedto analyze the data generated. The study found that 19 (90%) of the respondents were aware of the transmission of HIV/AIDS from mother to child while 9 (38%) got to know of HIV/AIDS through their school systemjust as 9 (38%) wereaware of the need for HIV test during pregnancy at school. The study revealed that 6 (28%) rated the campaign on prevention of mother to child transmission of HIV/AIDS high while 13 (61%) had no rating at all. Also, 7 (33%) rated the awareness of pregnant women about the campaign on prevention of mother to child transmission of HIV/AIDS high, while 13 (61%) had no rating at all. The study concluded that the depth of knowledge of the participants on the subject did not allow for deeper insight and adequate response on the issues raised, suggesting that awareness of the pregnant women on PMTCT was low. It therefore, recommended that media campaign on mother to child transmission of HIV/AIDS be intensified to boost awareness of pregnant women about its spread.

Keywords: Knowledge, attitude, pregnant women, PMTCT, HIV/AIDS

Introduction

The transmission of Human Immunodeficiency Virus (HIV) from mother to child, otherwise known as Mother-To-Child-Transmission (MTCT) of HIV/AIDS contributes largely to HIV prevalence among children. However, during the past decade and half, significant progress has been madein halting the scourge of

HIV/AIDS worldwide, by checking new HIV infections through the MTCT. Despite the progress made in many parts of the world, particularly in some HIV endemic countries, the epidemic, in some parts of Africa, has continued to grow unabated, with the attendant disastrous consequences. HIV/AIDS pandemic has thus continued to erase decades of health, economic, and social progress in the continent. The menace has led to reduction of life expectancy, deepened poverty, exacerbated gender inequalities, lessened labour productivity, and eroded the capacity of governments to provide essential services in countries. Africa, with just over 10% of the world's population, carries well above 75% of the burden of the HIV/AIDS pandemic (Nkwo, 2013). For instance, prevalence rates in East Africa and Southern Africa represent some of the highest in the world, with prevalence rates exceeding 35% in Botswana and Swaziland, but the HIV prevalence rates have remained lower in West Africa, with no country having a rate above 10% and most having a rate between 1% and 5% (Nkwo, 2013).

However, across the continent, an increasing number of children are either infected with the virus, through mother-to-child-transmission, or have lost one or both parents to AIDS. HIV has continued to spread largely through unprotected sexual relationships between men and women and through mother-to-child transmission. As for Nigeria, the continent's most populous country, HIV/AIDS is still growing silently. The country was ratedthe second among sub-Saharan African nations in the number of HIV-infected adults. HIV infection among women of childbearing age and mother-to-child transmission (MTCT) of HIV in Nigeria, have remained major health issues (Nkwo, 2013; UNAIDS, 2013). For example, the National Agency for the Control of AIDS (NACA), quoting UNAIDS' statistics, stated that about 1.72 million women and girls were living with HIV and AIDS, with the highest prevalence rate of 5.6% among women in the age group 25-29 (UNAIDS, 2013). In 2012, also there were 110,000 new HIV infections among women aged 15-49 years in Nigeria, making the country second (next only to South Africa) among countries with the highest burden of new HIV infections among women (Nkwo, 2013).

Nigeria is one of 22 countries that accounted for 90% of pregnant women living with HIV (Nkwo, 2013). In 2010, despite improved efforts dedicated to the prevention of mother-to-child HIV transmission (PMTCT), only 16.9% of pregnant women in Nigeria were tested for HIV. The low rates of HIV testing and treatment in Nigeria contributed to an estimated 75,000 HIV-infected infants in 2010 (Nkwo, 2013). In addition, by 2012, 60,000 new HIV infections were recorded among children, making Nigeria a country with the largest number of children acquiring HIV through MTCT(UNAIDS, 2013).

HIV/AIDS Pandemic and the MTCT in Nigeria

Combating the HIV/AIDS scourge in its entirety and MTCT in particular has occupied national, regional and global attention. As a major global pandemic, it is acknowledged that the war against HIV/AIDS required concerted and well-coordinated international efforts. Thus, in 2001 the United Nations General

Assembly (UNGASS) made a declaration of a global commitment to preventing mother to child transmission of HIV/AIDS. Specifically, the UNGASS pledged to ensure the reduction of the proportion of infants infected with HIV by 20% by 2005 and 50% by 2010. A decade later, a global campaign against mother to child transmission of HIV/AIDS was adopted and launched in July 2011 by the United Nations General Assembly (UNAIDS, 2013).

Nigeria, as the largest black nation in the world and the most populous country in Africa, was listed among the countries with priority attention. This was because the country was not only among 10 countries in which some 75% of pregnant women living with HIV were concentrated but had ranked as the country with second highest HIV/AIDS population in the world. Officialstatistics put the total number of people living with HIV/AIDS in Nigeria at 3.4 million out of which women accounted for some 58%, with 13 out of the 36 states in the federation described as carrying higher burden of HIV/AIDS.Nigeria initiated its own PMTCT programme in 2003. It is however, not an exaggeration to say the country's goal of halting the mother to child transmission of HIV/AIDS was yet to be achieved. This fact was glaring from the UNAIDS 2013 Progress Report on the Global Plan**,** which contains dataonthe interim progress made by the 21 countries involved in the Global Plan programme. The report shows that while some African countries like Botswana, Ethiopia, Ghana, Malawi, Namibia, Zambia, and Zimbabwe were recording significant progress (UNAIDS, 2013), Nigeria and other countries such as Angola, Chad, Cote d'Ivoire, Democratic Republic of Congo and Lesotho appeared to be losing the battle against stopping new HIV infections among children and keeping their mothers alive.

This is the background that informed this study. The study specifically aimed at determining the awareness of pregnant women in Ilorin on the prevention of mother to child transmission of HIV/AIDS, identify respondents' sources of information on prevention of mother-to-child transmission of HIV/AIDS, examine the attitude of pregnant women in Ilorin to counselling and accessing of tests on their HIV/AIDS status, and investigate the extent to which pregnant women in Ilorin receive care or treatment on mother to child transmission of HIV/AIDS.

Studies on Prevention of Mother to Child Transmission (PMTCT) of HIC/AIDS

The prevalence trends in Nigeria showed thatbetween 1993 and 1999, HIV/AIDS growth rates were 3.8% and 5.4% respectively (Abiodun, Ijaiya & Aboyeji, 2007).More proportion of victims is of the female gender, especially young women. An estimated 11.8 million people in age 15 to 24 were living with HIV/AIDS as at the end of2001 (Igwegbe & Ilika, 2005). Young people are vulnerablebecause they are more likely to engage in high-riskbehavior by having multiple sex partners, unprotected sexual intercourse, among others. For instance, Abiodun, Ijaiya & Aboyeji,, (2007) assert that it was discovered that inevery 23 infected people, 13 infected must bewomen and eight must be pregnant or have had

antenatal care in recent times. They add that this is more pronounced among those who are less than 25.

South Africa Health Review (in Nwko, 2013) reports a survey, which reveals that 97% of women having heard of AIDS and 10% of them saying that staying with more partners and using condom during intercoursewould not protect them against AIDS. Another 21%believe that transmission could take place through sharing public toilets, and 38% are of the opinion that HIV could be spread through mosquito bite.It was found also that in 1998, the number of students in their eight and tenth grades approximately90% of them generally know that AIDSvirus could be transmitted through sexualintercourse or by sharing a needle.InNigeria, the National Reproductive Health Survey reportedin its study carried out in the country that males have a higher HIV/AIDS awareness than their female counterparts. On causes of HIV infection and prevention, it was discovered that the males have a higher level of awareness than thefemales.

Igwegbe and Ilika (2005) administered questionnaire on women attending anti-natal clinic in Nnewi and found that approximately 80% of pregnant women studied were aware of MTCT. Similarly, Isaac, Turvey, Collen, Waterman and Baillie (2007) in a qualitative study using an in-depth interview discovered that the level of awareness and knowledge among pregnant mothers on MTCT is low despite that the participants were aware of HIV and the modes of acquiring itbut the participants never mentioned MTCT as one of the ways of contracting HIV. Lamina in a descriptive cross sectional study among pregnant women in Shagamu found that 74.5% were aware of MTCT of HIV. This result tends to corroborate that of Igwegbe and Ilika (2005). Studies have revealed that pregnant mothers are aware of mother to child transmission. A cross sectional study carried out in a rural area in India among a total pool of 160 pregnant women discovered that 65.5% of the respondents were aware of mother to child transmission (Isaac et al., 2007). Tessema, Tekeste and Ayele (2015) carried out a cross sectional study in Tehran, Iran among 1577 pregnant women attending a prenatal clinic. The study shows that 54.1% of the respondents were aware of MTCT. In northeast Ethiopia, a cross sectional study of 8,246 pregnant women shows that 50 of the respondents representing 19% were aware of Mother-to-child-Transmission.

Charles, Remiand Yemi (2019) undertook a study on "A Critical Assessment on the Need for Integrating Alternative Birth Attendant into Prevention of Mother to Child Transmission of HIV (PMTCT) Programme in Ekiti State." The study specifically investigated factors influencing the low patronage of government facilities and the possibility of integrating TBA/MBA into the PMTCT programme in the state. Thestudycovered the sixteen local government area of Ekiti State and the sample size was 160 women of reproductive age (18-48) years of age, 35 ABH, and their 122 clients. The research period was 12 months. The instruments used were questionnaire, unstructured personal interviews and documentary reports. Data was collected and analyzedwith the aid of Statistical Package for Social Sciences (SPSS 20) Software. The findings show that of the 16 LGAs in Ekiti State, 14 participated in the survey and reasons for patronizing TBA/MBA ranged from

spiritual assistance 40%, Low bills 10%, Church influence 5.5%, availability 3.4%, personal relationship 7.6%, among other minor reasons. Thestudy recommended that integrating TBA/MBA in health care service can be very effective in promoting PMTCT in Nigeria.

In their study on achievements and implications of HIV prevention of Mother-to-Child transmission among women of reproductive age in Plateau State, NigeriaAdemola, Garos, Tagurum, Agatha, Harrison, Tokbish, Jessica, Sunday, Julie, Beben, Adetayo, Adekunle, Segun, Michael, Ronke, David, and Daniel(2017)present programme activities on PMTCT conducted among women of reproductive age in the state. The intervention was carried out among women of reproductive age in eight local government areas of the state. Seven civil society organizations were engaged and provided with funding by Plateau State Agency for the Control of AIDS under the HIV/AIDS fund (HAF) II. A total of 7,460 women of reproductive age were the estimated sample size for this intervention and the minimum prevention package intervention was used for this project activities. Data was documented using various monitoring and evaluation tools and DHIS2 while analysis was carried out using Microsoft Excel. The total number of community dialogues/advocacy held was 85 and a total of 1,437 people participated. Seventeen income generation activities were carried out in this intervention and 131 people benefitted from it. A total of 87,028 pieces of condom were distributed with majority (88.5%) being distributed in 2014. Only 5,606 women were counseled, tested and received result and 44 (0.8%) were tested positive. A total of 3,275 women were referred for antenatal care during this programme and more than half (52.0%) were referred in 2014. The study concluded that the intervention was helpful in reducing the burden of HIV and AIDS among women of reproductive age in Plateau State. However, the study observed that the coverage of minimum prevention package intervention was low and recommended that more needed to be done in terms of coverage in future programmes and that the intervention should also be extendedto other local government areas.

Michael (2016) examined knowledge and practice of PMTCT documentation among health workers in Oyo State. Datawas obtained through administration of close-ended questionnaire to respondents in 113 health facilities. The study found that most of the health workers had good knowledge of PMTCT documentation with those working in the public facility having better understanding than those in the private facility. In addition, most of the respondents lacked proper understanding of PMTCT HIV testing algorithms.

Also, Anteneh and Habtamu (2013) conducted a cross sectional study in 62 health centers in Southern Ethiopia from February 25 toMarch 24, 2012. A total of 1325 antenatal care attending women were included in the survey by using a multistage sampling technique. Data was collected using a structured and pre-tested questionnaire. Multiple logisticregression analysis was employed to identify variables associated with women's knowledge on timing of MTCT of HIV.All interviewed pregnant women were aware of HIV/AIDS transmission, but only 60.7% were aware of the riskof MTCT. The possibility of MTCT during pregnancy,

delivery and breastfeeding was known by 48.4%, 58.6% and 40.7%of the respondents, respectively. The proportion of women who were fully knowledgeable on timing of MTCT was11.5%. Women's full knowledge on timing of MTCT was associated with maternal education [AOR = 3.68, 95% CI:1.49-9.08], and being government employee [AOR = 2.50, 95% CI: 1.23- 5.07],whereas, there was a negative associationbetween full knowledge of women on timing of MTCT and no offer of information on MTCT/PMTCT by antenatal care(ANC) service provider [AOR = 0.44, 95% CI: 0.30-0.64], lack of discussion on ANC with male partner [AOR = 0.30, 95% CI:0.12-0.72], and lack of discussion on HIV/AIDS with male partner [AOR = 0.17, 95% CI: 0.07-0.43]. The study concluded that therewas low awareness and knowledge on timing of MTCT of HIV by the respondents. Hence, strengtheningthe level of PMTCT services in ANC settings and devising mechanisms to promote involvement of men in PMTCTservices were suggested.

Gurmu, Bachu, Jimma, Minyahil, Gobezie and Hunduma (2014) investigated knowledge, attitude and practice towards PMTCT of HIV among Women attending Ambo Hospital ANC Clinic, West Ethiopia.An institution-based cross-sectional study was conducted among pregnant mothers attending antenatal care clinic at the hospital from April 1-May 30, 2014. A systematic random sampling technique was used to select 238 antenatal care attendees. Data were collected through structured pre-tested questionnaire. The data were entered into Epi Info and analyzed, using SPSS software for windows and presented in frequency and percentage. The study found that all of the respondents heard about HIV/AIDS and about MTCT of HIV. Concerning the time of transmission of the virus from the infected mother to her child, 74 (31.4%) responded that it could be through breast feeding, 69 (29.2%) during pregnancy, 6 (27.5%) during labor and 2 (11.9%) did not know, respectively. All the respondents had been tested for HIV. Among these, 87 (36.38%) tested six months ago, 76 (32.2%) tested three months ago, 37 (15.7%) tested one year ago and 36 (15.3%) tested on the recent pregnancy. All of them had pre-and post-counseling services. The study showed that most of the respondents, 221 (93.6%), had good attitude towards PMTCT of HIV, while only 6.4 (28.73%) had poor attitude. Accordingly, all of the mothers knew about prevention of mother-to-child transmission of HIV and 93.6% had good attitude towards it. Only 44.4% of the respondents knew that antiretroviral drugs given for sero-positive pregnant mothers could reduce the risk of HIV transmission. The study recommended education and enlightenment for mothers and promotion of the use of ART and other PMTCT of HIV methods through organized intervention programs as well as ensuring the supply of the ART medications used for PMTCT of HIV beside the treatment of established infection.

The study by Zeng, Chow and Zhao(2015) examined the improvements inprogramme coverage, HIV testing and provision ofantiviral drugs along the PMTCT cascade.Data for PMTCT cascade indicators wascollected through a comprehensive systematic review ofpublished peer-reviewed English and Chinese literatureduring 2003–2011. Meta-analysis was conductedaccording to Preferred Reporting Items for SystematicReviews and Meta-Analyses guidelines.Thestudy

covered 113 publications. The study found that HIVprevalence among pregnant women in China whoaccessed antenatal care (ANC) remained below 0.1%during the past decade. Also, HIV testing coverage inpregnant women attending ANC and in HIV-exposedinfants at 18 months significantly increased from 62.4%(95% CI 4.7% to 98.2%) and 22.1% (16.3% to32.3%) in 2003 to 90.3% (88.4% to 91.8%) and82.8% (66.9% to 99.5%) in 2011 respectively, whereasantiretroviral (ARV) prophylaxis uptake increased from35.2% (12.2% to 47.3%) and 26.9% (24.3% to28.9%) to 86.2% (53.2% to 97.2%) and 90.3%(85.5% to 93.7%). HIV vertical transmission ratesubstantially decreased from 31.8% (25.7% to 38.6%) prior to the programme to 2.3% (1.4% to 3.8%) in2011. During 2003–2011, among 25 312 (23 995–26 644) infants born to HIV-positive mothers whoreceived ARV prophylaxis, 975 (564–1395) werediagnosed with HIV, corresponding to an average transmission rate of 3.9% (3.2% to 4.6%). However, while including transmissions among HIV-positivepregnant women who were lost along the cascade, theaverage transmission rate during 2003–2011 was17.4% (15.8% to 19.0%). The study concluded that PMTCT programmes have reduced HIVmother-to-child transmission in China and furtherimprovements in the continuum of care remain essentialinrealizing the full potential of the programme.

Tesfaye, Gizachew, Kefyalew and Abel (2015) examined the knowledge of pregnantwomen on the three periods ofmother-to-child transmission (MTCT) ofHIVinMeket district, northeast Ethiopia. Logistic regressionmodelswere fitted to identify associated factors.Adjustedodds ratios (AOR) with 95% confidence intervals (CI) were used to determine the presence and strength of association. The study found that about onefifth(19%) of women were knowledgeable on mother-to-child transmission of HIV (95% CI: 15.5%, 22.4%),being urban resident(AOR: 2.69, 95% CI: 1.48, 4.87), having primary education (AOR: 2.41, 95% CI: 1.03, 5.60), reported receiving information on HIVfrom health care providers (AOR: 3.24, 95% CI: 1.53, 6.83), having discussion with partner about mother-to-child transmission ofHIV (AOR: 2.64, 95% CI: 1.59, 4.39), and attending antenatal care (AOR: 5.80, 95% CI: 2.63, 12.77) were positively associated withincreasedmaternal knowledge of mother-to-child transmission ofHIV.The study noted that knowledge of mother-to-child transmission ofHIVamongpregnant women was low and recommended providing information, especially for rural women and their partners on the prevention of mother to child transmission.

Furthermore, Freddy, Khin**,** Theresa, Barbara and François (2008) conducted a community based cross-sectional survey using multistage cluster sampling intwo rural districts through interviews and focus group discussions among women who delivered at homewith a TBA, those who had an institutional delivery and TBAs. The findings shows that 45% of TBAs interviewed knew the principles of PMTCT and 8% delivered a woman with knownHIV-positive status in previous year. Of the complete package of PMTCT services, more than 75% of TBAsagreed to participate in most activities with the exception of performing a blood test (17%), accompanyingnew-borns to closest health centre to receive medication (15%) and assisting health centresindocumentation of the link ANC-PMTCT services (18%).

The study found that women who delivered at home were less likelyto have received more than one ANC services or have had contact with a health centre compared towomen who delivered in a health centre and more than 85% of women agreed that TBAs could participatein all activities related to a PMTCT programme with the exception of performing a blood test for HIV. The findings also shows that although the long-term goal of ANC service delivery in Zimbabwe remains the provision ofskilled delivery attendance, PMTCT programmes will benefit from complementary approaches to preventmissed opportunities. It also found that TBAs are willing to expand their scope of work regarding activities related toPrevention of mother-to-child transmission (PMTCT). The study recommended the need to reinforce TBAs' knowledge on MTCT prevention measures and better integratethem into the health system.

In their study, Dada, Amosuand Ogbodo (2017) conducted a qualitative assessment of factors affecting prevention of mother -to- child transmission (PMTCT) of HIV programmes in university teaching hospitals in Anambra state, Nigeria. The study adopted descriptive cross-sectional study involving 128 randomly selected HIV positive pregnant women attending antenatal care clinics and service providers of two purposively selected teaching hospitals in Anambra State, Nigeria. Qualitative data was obtained through focus group discussions and key in-depth informant interviews. Data analysis was carried out using NVivo version 9 qualitative data analysis Software. Findings show that 99% of the participants knew that HIV was a deadly virus transmitted through sex and other blood contact routes. Seventy six percent of the participants knew that HIV could be transmitted from mother to child, while about 53% of them knew the major ways of MTCT of HIV. The participants that did not know how HIV could be passed from mother to child were 41%. Others factors like lack of awareness and knowledge about HCT, late presentation at ANC clinics, low numbers of PMTCT centers within locality of respondents, poor involvement of male partners/spouses and stigma were the main reasons cited for poor utilization of PMTCT programmes in the state. The study concluded that a referral linkage of traditional birth attendants to health facilities for PMTCT interventions in the state woudhave profound impact on the health of the mother, child and the nation at large.

Marelign and Getu (2012) conducted a cross-sectional health institution-based study in Gondar town from July 22 to August 18, 2011. A total of 400 pregnant women attending antenatal care (ANC) were involved in the study using stratifiedsampling technique. Data was collected using structured questionnaire and multiple logistic regression analysis. Findings reveal that 354 (88.5%) of the participants knew about mother to child transmission of HIV and 334(83.5%) of them knew mother to child transmission of HIV is preventable. Having knowledge on mother to child transmission of HIV was positively associated with attending antenatal care visits in hospitals [Adj. OR (95%CI) = 4.49 (1.003, 20.06)], residing in urban areas [Adj. OR (95%CI) = 2.46 (1.19, 5.09)] and having education level of secondary and above [Adj. OR (95%CI) = 6.85 (1.96, 24.01)], but negatively associated with increased maternal age. Knowledge on prevention of mother to

child transmission of HIV was positively associated with accessibility of health facility [Adj. OR (95%CI) = 2.16 (1.03, 4.57)], having perceived risk of HIV [Adj.OR (95%CI) = 2.61 (1.32, 5.17)], having comprehensive knowledge on HIV [Adj. OR (95%CI) = 2.86 (1.41, 5.82)], having education level of secondary and above [Adj. OR (95%CI) = 6.15 (1.75, 21.66)] and residing in urban areas [Adj. OR (95%CI) = 3.62 (1.73, 7.59)] but negatively associated with increased maternal age. Most of the study participants knew that HIV could be transmitted from an infected mother to her baby. The study recommended that well-functioning and accessible health facilities with prevention of mother to child transmission service be established across the country, especially in the rural areas.

The Theory of Planned Behavior (TPB)

The factor influencing any behavior, includingHIV related behavior, might be orderedalong a dimension of conceptualproximity to immediate experience withthe particular behavior (Adeleke et al., 2009). Being a theoryof the proximal cognitive determinantsofbehavior, the Theory of Planned Behavior (TPB) constitutes apromising theoretical framework forexplaining and predicting social behaviors. The theory alsoconstitutes a practical tool forthe analysis of HIV testing behavior inantenatal settings and for theidentification of barriers and facilitatorsto change of behavior.The TPB represents a model developed by social psychologists which has been widely applied to the understanding of a variety of behaviors (Omotola, 2015). The TPB outlines the factors that determine an individual's decision to follow a particular behavior. This theory is itself an extension of the widely applied theory of reasoned action (Brieger et al., 2006). The TPB proposes that the proximal determinants of behavior are intention to engage in that behavior and perceptions of control over that behavior. Intentions represent a person's motivation in the sense of her or his conscious plan or decision to exert effort to perform the behavior. Perceived behavioral control is a person's expectancy that performance of the behavior is within his/her control.

The concept is similar to Bandura's (1982) concept of self-efficacy. Control is seen as a continuum with easily executed behaviors at one end and behavioral goals demanding resources, opportunities, and specialized skills at the other. Intention is itself determined by three sets of factors: attitudes, which are the overall evaluations of the behavior by the individual; subjective norms, which consist of a person's beliefs about whether significant others think he/she should engage in the behavior; and perceived behavioral control, which is the individual's perception of the extent to which performance of the behavior is easy or difficult. Each of the attitude, subjective norm and perceived behavioral control components are also held to have prior determinants. Attitudes are a function of beliefs about the perceived consequences of the behavior based upon two perceptions: the likelihood of an outcome occurring as a result of performing the behavior and the evaluation of that outcome. Subjective norm is a function of normative beliefs, which represent perceptions of specific significant others' preferences about whether one should or should not engage in a behavior. This is quantified as the subjective likelihood that

specific salient groups or individuals (referents) think the person should perform the behavior, multiplied by the person's motivation to comply with that referent's expectation. Judgements of perceived behavioral control are influenced by beliefs concerning whether one has access to the necessary resources and opportunities to perform the behavior successfully, weighted by the perceived power of each factor to facilitate or inhibit the execution of the behavior. These factors include both internal control factors (information, personal deficiencies, skills, abilities, emotions) and external control factors (opportunities, dependence on others, barriers).

Focusing a cohort ofpregnant women attending public andprivate antenatal care facilities for thefirst time in their current pregnancy,this study set out to explain intendedand actual HIV testing using theextended version of the TPB framework.According to the TPB, attitudes,subjective norms and perceivedbehavioral control would predictintended HIV testing, whereas intentionand perceived behavioral control wouldpredict actual HIV testing. It wasproposed further that the externalvariables in terms of socio-demographics, descriptive norm, PMTCT knowledge and previous HIV testingexperience would add to the explanationof intended- and actual HIV testingbeyond the TPB variables.

Methodology

The focus of this study was to investigate the awareness of pregnant women on the mother-to-child-transmission of HIV/AIDS in Ilorin metropolis through Focus Group Discussions (FGD) by pregnant women who were presently attending antenatal care. The focus group discussions were carried out in three different locations in Ilorin, namely the obstetrics and gynecology unit of University of Ilorin Teaching Hospital, State General Hospital and Specialist Hospital, Alagbado, Ilorin. Each of the focus groups had seven pregnant participants. Focus group is a research technique that collects data through group interaction on a topic determined by the researcher (Chama, Bello, Ajayi, Zarma &Gashau, 2010). Itis also referred to as group interview and it is a common tool of market research (Omotola, 2015) who alsostated that group interview is most viable if it is a group or sub-culture that forms the participants in the problem being investigated "rather than the subject they are discussing.

The Focus Group Discussion sessions were conducted face -to -ace to give room for deep probing. Individuals who formed part of the data generation session were invited through personal interaction and follow up with GSM text messages while consent was received before the discussion took place. The sample choice for the study was based on the fact that research that are field-oriented use non-probability samples, and the most common non-probability samples is purposive sampling (Guest, Bunce & Johnson, 2006). In view of this, participants in the focus group discussions were chosen by purposive sampling from among pregnant women attending antenatal care at the three selected hospitals. The pregnant women were literate and had some knowledge of the subject of investigation. In all, a total

of 21 pregnant women participated in three focus group discussions in three different locations in the Ilorin metropolis. Meanwhile, only pregnant women who were attending antenatal care and who were literate and could express themselves clearly on the issues being examined formed part of the discussants. Thus, pregnant women not attending antenatal care and who did not demonstrate an understanding of the issue being examined were excluded from being part of the discussants.

The participants comprised University graduates, holders of National Diploma and National Certificate of Education (NCE). They also comprised first would-be mothers and those with second and third pregnancies.However, the researcher found it extremely difficult convincing the hospitals and the pregnant women to participate in the FGD. For instance, at the Teaching Hospital (UITH), the researcher had to mobilize the pregnant women herself as the management imposed stringent conditions before allowing the FGD session in the hospital. Following the willingness of the selected pregnant women to participate with or without the approval of the UITH management, the researcher later conducted the FGD at the Teaching Hospital compound outside antenatal section, Oke-Oyi Ilorin.Also, some of the participants did not demonstrate in-depth knowledge of the subject matter, especially the issue of mother-to-child transmission of HIV/AIDS. Also, the researcher found it difficult gaining their total concentration, as their major concern was to be attended to by the medical personnel and leave the medical facilities. This, to a large extent, caused distraction as the participants were going in and out during each of the three sessions which lasted 39:90 minutes, 51:57 minutes, and 40:36 minutes respectively.The discussion sessions were transcribed verbatim, and following a study of the transcripts, codes were generated to guide the analysis and interpretation of the transcribed data.

Result:

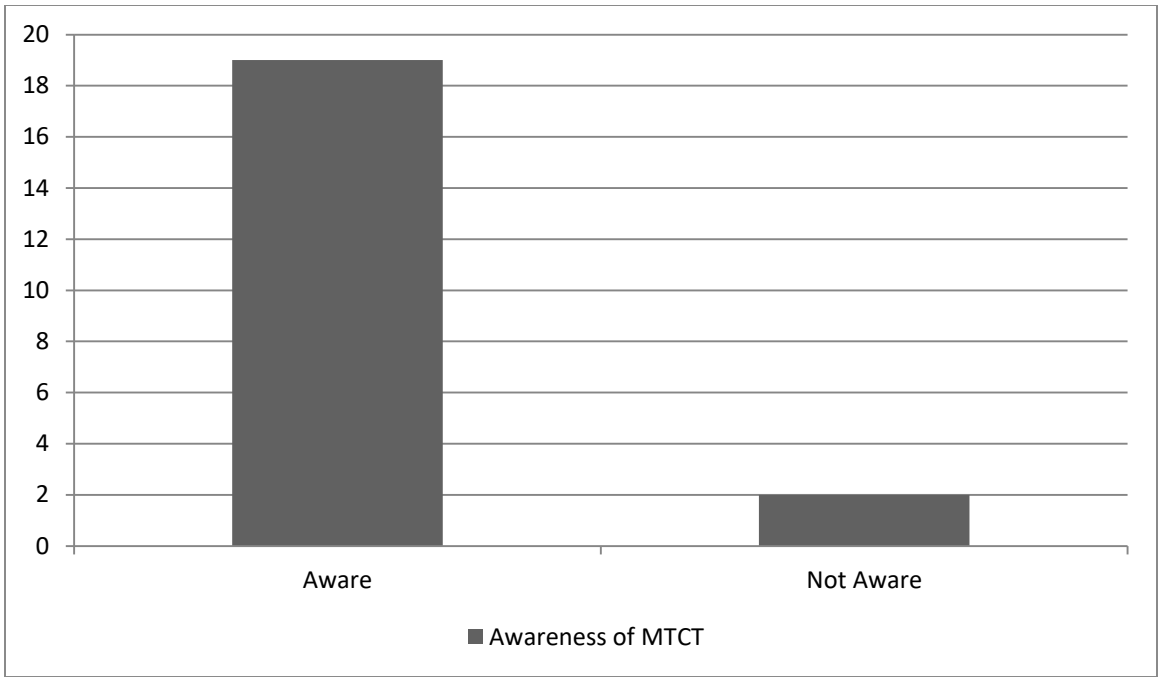
Mother-to-child Transmission Awareness (MCTA)

All the respondents, except two, were aware of mother-to-child transmission of HIV/AIDS.

Table 1: Awareness of MTCT

19	Aware
2	Not Aware

Figure 1:Awareness of MTCT

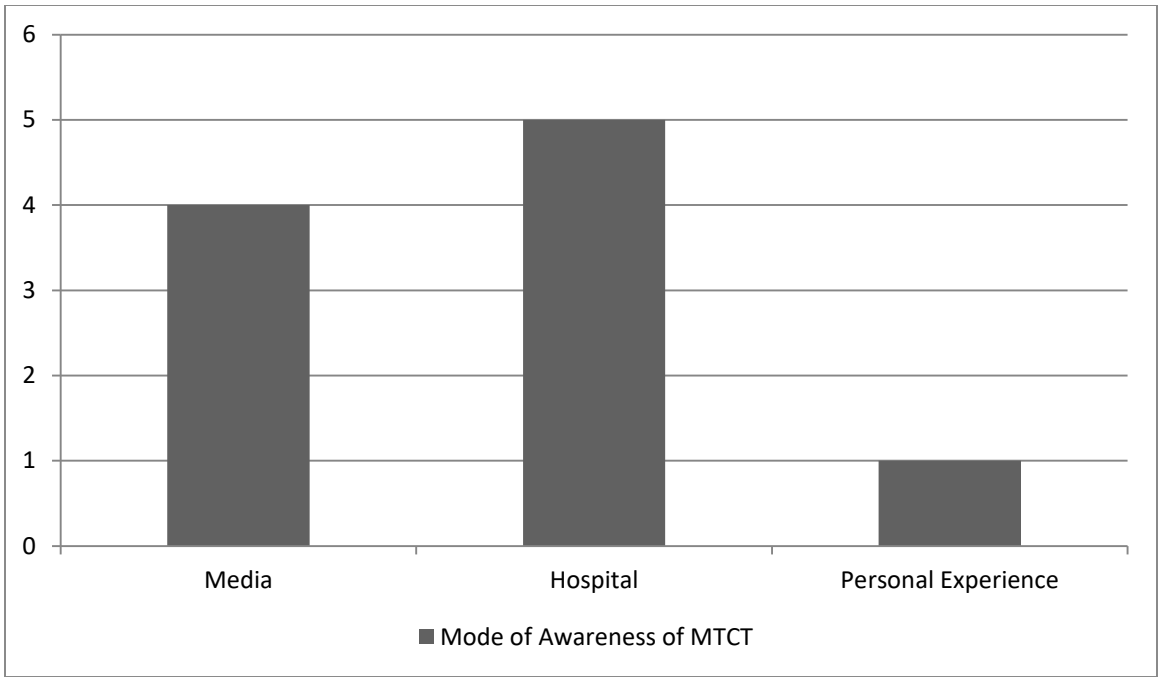


Four participants learnt about the MTCT through the media, seminars and socialization, five learnt it from the hospital, one learnt it through her involvement in public health service, while another participant learnt it through personal experience. “I got to know when an infected mother gave birth and unknowingly transmitted it to her baby,” she narrated.

Table 2: Mode of Awareness of MTCT

4	Media
5	Hospital
1	Personal Experience

Figure 2: Mode of Awareness of MTCT



Two respondents were faintly aware of the MTCT occurrence during pregnancy, while others were not aware at all. “I don’t know much about that than just that it can be prevented through birth,” one of them said.Also, only four respondents were aware of the means by which prevention of MTCT may occur. One was faintly aware, while others were not aware at all. For instance, one of the respondents said, “I am aware that it can be prevented by going for medical checkups and regular use of the drugs”. Another respondent not too aware said it can be prevented “through proper medication.”

Although this is not applicable to most of the participants as they were not aware of the means by which MTCT prevention can occur, the few (four) who were aware identified the media, school, seminar, socialization and hospital as means of their awareness.

Nine respondents suggested divorce to check unwanted pregnancy for a husband tested positive of the disease, two suggested the use of condom, one was undecided between divorce and the use of condom as a way out, while another respondent suggested family planning for the couple. For example, one of them said, “We learnt that use of condom can be a remedy but we were also told that this is not 100 per cent safe”. Also, all respondents supported planned pregnancy should a woman be diagnosed of HIV, to avoid MTCT. “I agree but they still can have babies as we learnt in the hospital,” one of them said.

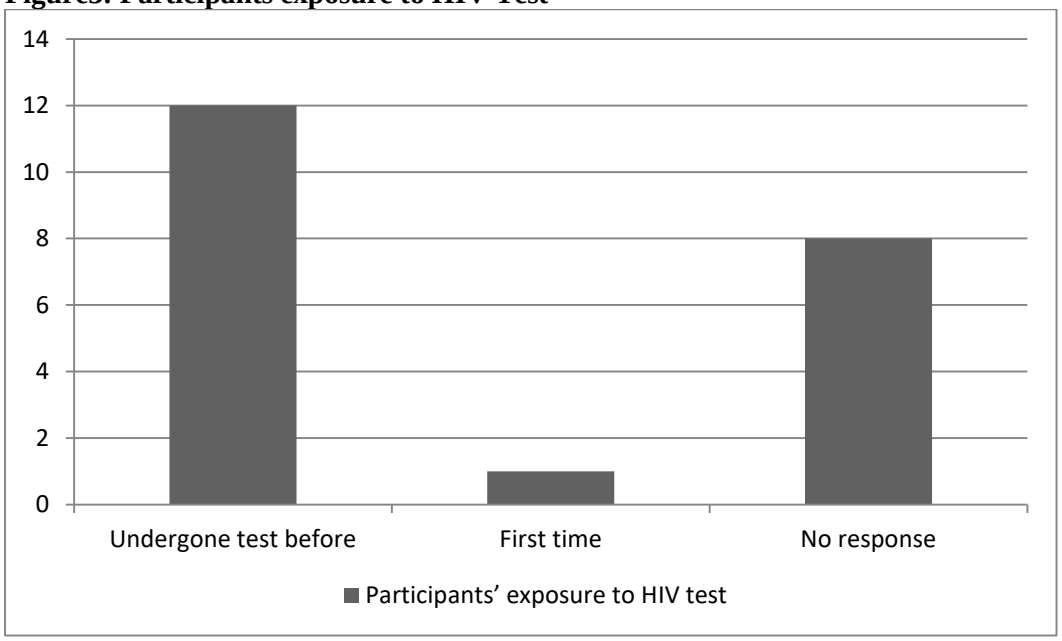
Six respondents rated the campaign on PMTCT high while four rated the campaign low. “Very high and rapid, almost everywhere you go especially in the

hospital," one of them said. But another respondent had a contrary view: "I only heard about it in the hospital. So, I will rate the campaign 20 per cent."

Table 3: Participants exposure to HIV Test

12	Undergone test before
1	First time
8	No response

Figure3: Participants exposure to HIV Test



Seven of the respondents said they had undergone HIV test many times, four said they underwent the test as circumstances demanded, while two respondents had done it once and twice respectively before coming for antenatal care. However, another participant had not done it at all as quoted above.

I have been tested for HIV/AIDS times without number, despite the fact that this is my first pregnancy. I was also told that we would be tested again here today because this is my first antenatal day here. In fact, all of us here today just registered for antenatal and we will be tested for HIV/AIDS, one of the participants said.

Intervention Effort

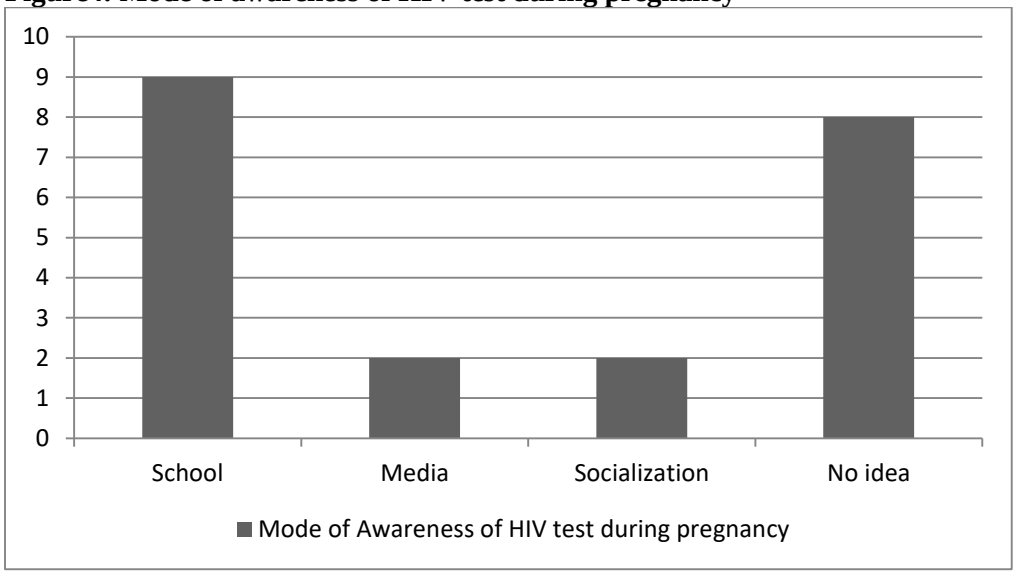
All the respondents agreed that it is necessary to undergo HIV/AIDS test during pregnancy to avoid mother-to-child transmission of the disease. "Very, very necessary because it helps the medical experts to know how to care for you more and for the foetus not to be infected," one of them stated. However, nine of the respondents got the information from school, two got it from the media while two

others became informed through socialization. For instance, one of the respondents said, "I got to know while in school."

Table 4: Mode of awareness of HIV test during pregnancy

9	School
2	Media
2	Socialization
8	No idea

Figure4: Mode of awareness of HIV test during pregnancy



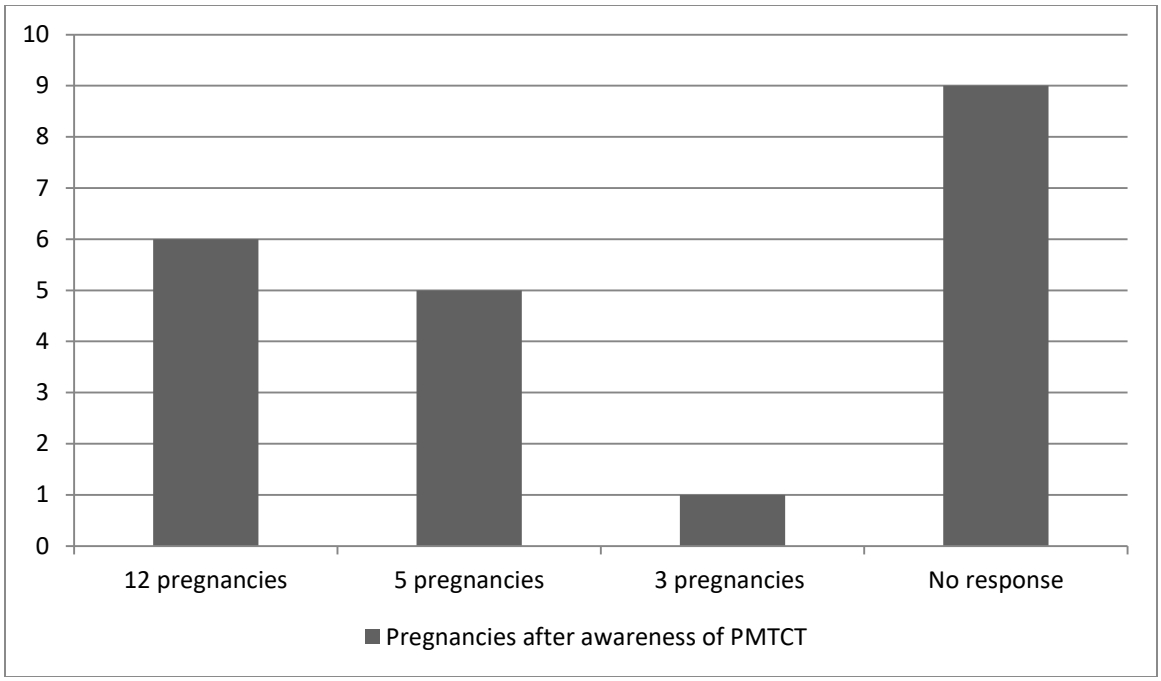
Post Awareness Effort

Six respondents had twelve pregnancies (two each), five had five (one each), and only one had three pregnancies after becoming aware of the necessity of HIV/AIDS test during pregnancy.

Table 5: Pregnancies after awareness of PMTCT

6	12 pregnancies
5	5 pregnancies
1	3 pregnancies
9	No response

Figure5: Pregnancies after awareness of PMTCT



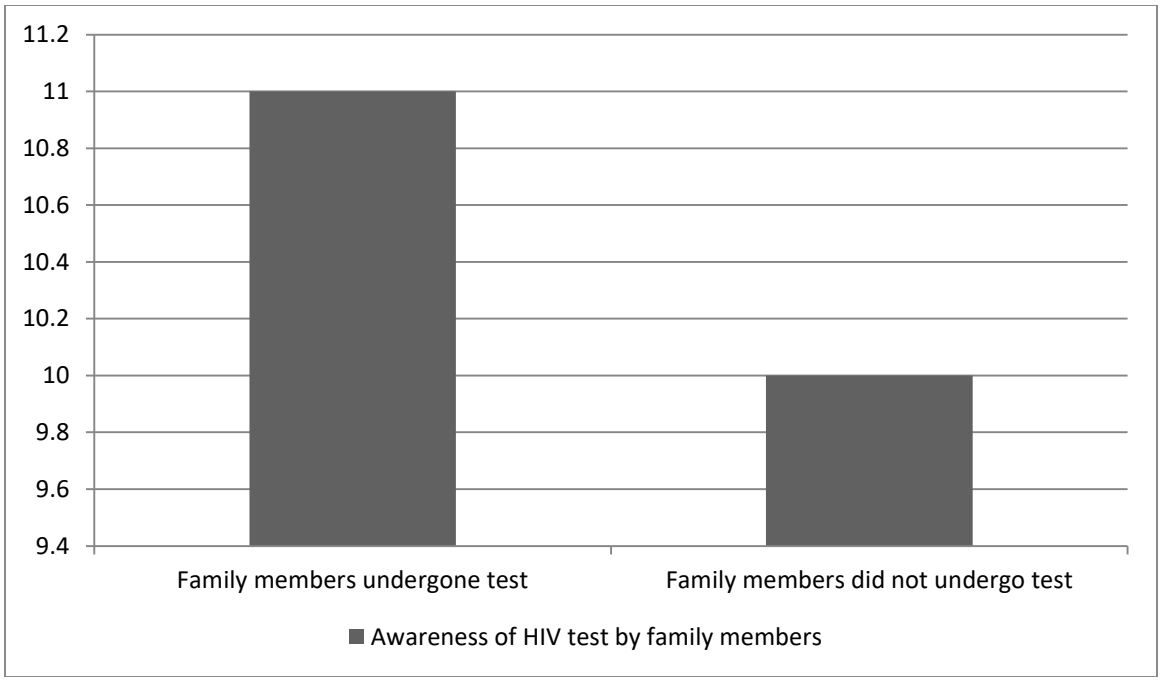
Involvement of Participants (IP)

Eleven of the participants said members of their family had undergone HIV test while only one was not aware. This obviously negates the expression by five of the participants that they had not met persons tested for HIV, since majority of the participants showed awareness of their family members who had been tested for the disease.

Table 6: Aware ness of HIV Test by family members

No.	Knowledgeof HIV test by family members
11	Family members undergone test
10	Family members did not undergo test

Figure6: Knowledge of HIV Test by family members

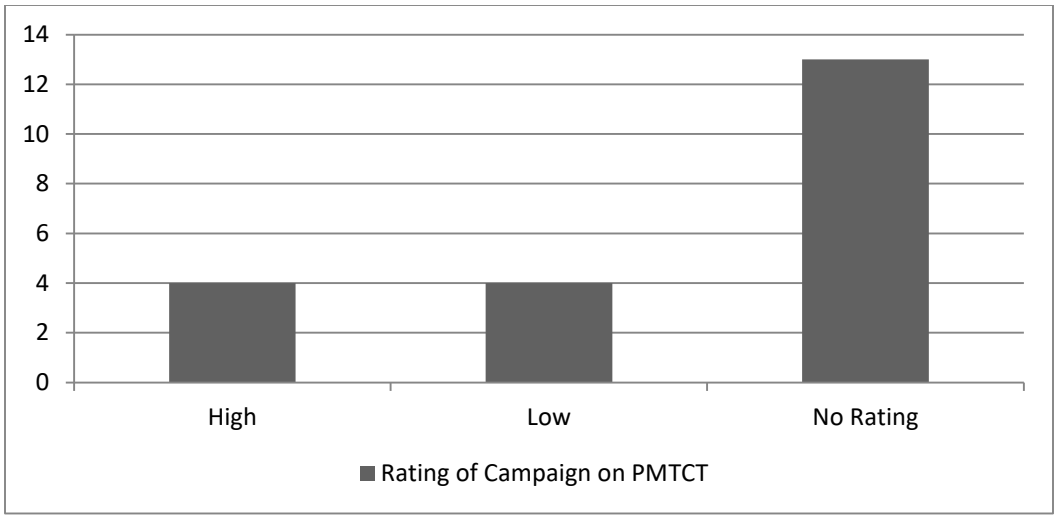


Twelve respondents said they had undergone the test before while only one said her coming to antenatal clinic would be her first time of undergoing the test. "This will be my first time," she stated.

Table 7: Rating of Campaign on PMTCT

No.	Rating of Campaign on PMTCT
4	High
4	Low
13	No rating

Figure 7: Rating of Campaign on PMTCT

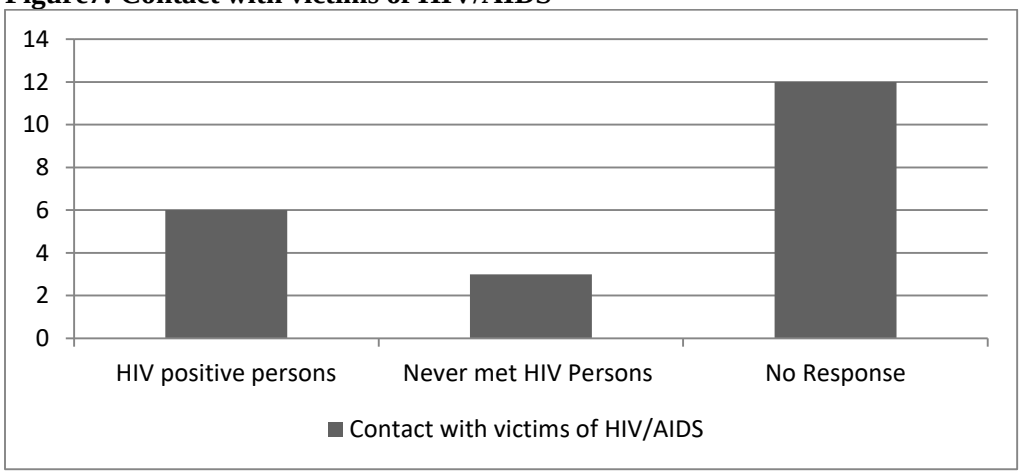


Seven rated the awareness of the PMTCT campaign among pregnant women low while only two rated it high. "The campaign is working but not much because a lot of people still do not know about it due to the level of their education," one of them said. But another respondent disagreed, saying "Yes, because majority of them attend antenatal and lectures."

Table 7: Contact with victims of HIV/AIDS

6	HIV Positive person
3	Never met HIV positive persons
12	No response

Figure7: Contact with victims of HIV/AIDS



Discussion of Findings

This study has thrown up some insights into the awareness of pregnant women about HIV/AIDS and the prevention of mother to child transmission of HIV/AIDS (PMTCT). Some of the important findings of the study are as follows:11 (52%) confirm that members of their families had undergone HIV test; 13 (61%) of participants have undergone HIV test during pregnancies; 9 (38%) got awareness on need for HIV test during pregnancy at school; 19 (90%) are aware of the transmission of HIV/AIDS from mother to child; 5 (23%) got knowledge of mother to child transmission of HIV/AIDS from the hospital; 5 (23%) are aware of the means by which mother to child transmission of HIV/AIDS can be prevented; 21 (100%) suggest planned pregnancy to check infection by an infected husband; 6 (28%) rate the campaign on prevention of mother to child transmission of HIV/AIDS high while 13 (61%) had no rating at all; 7 (33%) rate the awareness of pregnant women about the campaign on prevention of mother to child transmission of HIV/AIDS high, while 13 (61%) had no rating at all; and 21 (100%) rated the hospitals and clinics high in spreading awareness on the prevention of mother to child transmission of HIV/AIDS

However, of striking importance is the fact that 19 (90%) are aware of the transmission of HIV/AIDS from mother to child. These findings support the revelations in the study by Igwegbe and Ilika (2005) on women attending ante-natal clinic in Nnewi which found that approximately 80% of pregnant women studied were aware of MTCT. Similarly, a study by Lamina among pregnant women in Shagamu found that 74.5% were aware of MTCT of HIV. The finding from the study also corroborates that from a study among 160 pregnant women in rural part of India which discovered that 65.5% of the respondents were knowledgeable about mother to child transmission of HIV/AIDS, likewise that by Balogun & Odeyemi (2010) on a cross sectional study in Tehran, Iran among 1577 pregnant women attending a pre-natal clinic which showed that 54.1% of the respondents were aware of MTCT (Tessema et.al, 2015).Also, an important discovery is the role of the school system in generating awareness on the HIV/AIDS as well as on the Prevention of Mother to Child Transmission (PMTCT) of HIV/AIDS.It revealed that 9 (38%) were aware of HIV/AIDS through the school system, likewise, 9 (38%) got awareness on need for HIV test during pregnancy at school. This revelation draws attention to the importance of educational institutions in awareness generation.

Moreover, the study revealed that 6 (28%) rate the campaign on prevention of mother to child transmission of HIV/AIDS high while 13 (61%) had no rating at all; just as 7 (33%) rate the awareness of pregnant women about the campaign on prevention of mother to child transmission of HIV/AIDS high, while 13 (61%) had no rating at all. The fact that 13 representing 61% had no rating at all about the campaign on the prevention of mother to child transmission of HIV/AIDS, as well as the awareness of pregnant women on this campaign confirm the statistics that only about 11% ofthe HIV-infected pregnant women arecurrently reached with PMTCTinterventions in Nigeria. The findings from this study corroborate some of the findings from earlier studies. However, a significant departure as revealed in

this study is on the importance of the school system and the hospitals in spreading awareness on HIV/AIDS and PMTCT. The school system is rated high by the participants in terms of generating awareness, same thing with the hospitals and clinics.

Conclusion

As with studies of similar nature, this study has its own limitation. First, it only covers a small area of the metropolis, and a smaller sample of participants. A bigger sample covering a wider area will reveal richer data. Also, the depth of knowledge of the participants on the subject did not allow for deeper insight, likewise the time allowed by them to respond to the issues. This was apparently because of the hospital setting and the fact that participants had waited for a while for their medical attention, hence request to stay longer for the discussion did not meet favorable response. A more convenient venue and time might have yielded better results. The study recommended that media campaign on mother to child transmission of HIV/AIDS be intensified to boost awareness of pregnant women about its spread.

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MEDIA LOCATION AND INFLUENCE ON POLITICS OF NEWS IN NIGERIA

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Abstract

This paper evaluates media location and influence on the way news politics is being played out in the Nigerian media landscape. The major focus of this paper is to assess the role of regionalism, ethnicity, tribalism, religion and partisan political ideology influence the news content of the Nigerian media historically. It is the position of this paper that Nigerian media news content is being polarized along individual, regional or location socio-political and economic interest and thus, not healthy to national interest. Hinging on gate-keeping and political economy media theories the paper relies on qualitative explorative study to summits that the Nigerian media locations have direct influence on news content. News on national issues are being reported along regional line, thus the popular north-south divide. Politicians, religion elites, traditional leaders, opinion leaders and economic actors do use the media at their disposal to portray their ideology. The Nigerian media following partisan interest along ethnic, religion and geopolitics is a problem to national interest. It is recommended that politicians, economic actors, religious leaders, and the civil society should stop using the media along regional interest against national interest. By so doing, our democracy can be consolidated.

Key Words: Politics, News, Media Location, Pluralistic Society, Nigeria.

Introduction

News in its literal definition means an event that just occurs and is worth knowing by members of the society. Obviously, many things happen daily which the media cannot report all. The media have to engage on natural selection on what they (media) deem fit for their audience or readers and report to them as news. This concept of news selection is what Kurt Lewin in 1951 called 'gatekeeping'. Ordinarily, there are factors that determine newsworthiness in the society. These factors are what determine media selection of news. According to Caple and Bednarek (2013) one of the most cited factors that determine news values by researchers is the one given by Galtung and Ruge in 1965. Galtung and Ruge

defined news from perception and cultural inclination as the factors that determine what is news. What this invariably means is that there is always a political undertone to the determinant of what is news by the media. On this light, media engage on agenda setting by picking what they deem important among issues and transmit to their audience or readers. The media do this by giving prominence to some issues and silencing other issues and disseminate it as news. There is political interest in determine what issue is prominent and which one is not important as media engage in selecting news item for their audience. Also, when media select the news item to disseminating to the audience, they usually gave it a perspective based on their perception and cultural inclination and this informs what the audience views on that issue will be. This is what Goffman called news framing. The interest behind selecting news and giving it a perception is what critical scholars call politics of news. Thus, the environment media is located can have influence on how news is being reported. Later this paper will give a theoretical stand to enunciate the politics in news which is been informed by the location at which the media is situated; influencing how events are reported or neglected.

This is where politics of news comes in, that is the interest behind what is reported as news for the audience. Media organization ideological or economical inclination will have a bearing on how the journalist together with his perception produce and disseminate news. By so doing one can see that political ideology, religion, cultural, ethnic and regional affiliation are key factors in determining the way news are being filtered (Hall, 1973). This is most obvious when the media organization is located in a society that is diverse in religion, ethnic and social milieu.

Sadly, Nigeria is a country of over 300 ethnic groups with people of diverse socio-cultural affiliations which have strong bearing in its political economic reality (Daramola, 2013). But the media in Nigeria is more concentrated in few locations. Though there are radio and television stations in all the 36 states of the federation, vibrant and major newspapers and magazines establishment are concentrated in Lagos-Ibadan axis and Abuja-Kaduna axis.

Historically, the media in Nigeria have been divisive in its coverage of national issues or events along regional interest. Appraising the Nigerian media role in coverage of political news Daramola (2013) reflects how ethnic consideration which is usually determine by the region media is located is having implication on the politics of news. Thus:

ethnicity found its way into Nigerian politics in 1934 when Dr Nnamdi Azikiwe and his Igbo supporters angrily left Nigerian Youth Movement and that ethnicity took root in the 1950s when each of the aforementioned nationalists and politicians formed political parties of ethnic (tribal) colouration. From then till 1983, political parties and elections were largely, ethnically based. Worse still, many of the politicians were also newspaper proprietors who turned their newspapers to megaphone of the political parties (Daramola, 2013, p.1).

Politics have been playing a significant role in Nigerian media landscape from the military to the current democratic era. This makes Olayiwola (1991) to give

account on how politics of news was prevalent in Nigeria in which the northern media used derogatory words to describe southerners, and southerners' media also describing northerners in like manner in the 1960s. He observes that ethnicity and religion explains press bias in Nigeria political communication. The elites are culprit as "Nigerian rulers are aware of the damage these factors could do to the political existence of the nation, and have often warned people to guard against the menace of ethnicity and religion" (Olayiwola, 1991, P. 12). During the 1964 crisis, the *Citizen* Northern newspaper described the Ibos as being 'industrious, migratory and impenetrably. The *Outlook* which is a southern newspaper described the northerners as 'childishness, amateurishness, having nothing to eat and who has no access to sea.

This kind of animosity in the Nigerian media along regional line still features in this current democratic dispensation which begins in 1999. The 1999, 2003, 2007, 2011, 2015 and 2019 elections witness political crisis which carries the colouration of ethnicity and religious bigotry. In these, the media was heavily accused of having culprit. The ways news is being portrayed have the power to make or mar the society. In fact the current fights against Boko Haram terrorist activities have seen the media taking position along regional dichotomy (Alao &Uwom, 2012). This makes these researchers to believe that media location has an influence on the politics of news.

Statement of Problem

The Nigerian media landscape has been polarized under political, ethnic/tribal, religion and regional dichotomy since its independent in 1960. Newspapers, magazines, radio and television stations where established by politicians, business moguls, regional government, religious bodies and nationalists to project the political, economic, religion, social, ethnic/tribal, regional interest. These usually formed the reasons for establishing media outfit in the country. And these trends have been in play in the current democratic dispensation. It is now a usual occurrence to identify the axis at which a media is located from the contents of its news. Politics of news was seen being manifested in 2015general election in which the media was active in having partisanship along regional line. The press was divided in various geopolitical areas as it was manifested in their news (see Ahmed, 2015; Olayode, 2015; Santas & Ogoshi 2016). It is therefore germane to empirically document how media location influence politics of news in Nigeria.

The media in Nigeria is deeply rooted in the political fabric of the nation. It is a common cliché to hear of Lagos-Ibadan axis and Kaduna-Abuja axis of Nigerian media- denoting a particular perspective. What this means is that national issues or events are being reported in news from the interest of the location where such media outfits are located. Obviously, because of the powers behind media, the journalists have no choice but to work with the editorial policy and house style which usually depict the ideology behind the establishment of such media. This study therefore assumed that the news reported by Nigerian media will be informed by the politics of the region it is being located.

Aim and Objectives of the Study

The aim of this study is to critically evaluate the relationship between media location and its influence on politics of news in the Nigerian media landscape. In doing so, the study objectives include to:

i. examine History of the Nigerian media
ii. identify what determines news politics.
iii. examine the factors that determine media location in Nigeria.
iv. examine how media location influences politics of news in Nigeria

Methodology

The research problem was investigated using historical and textual analysis methods to collect and analyze relevant data from selected newspapers texts, broadcast text and other supported literatures from secondary sources. According to Popoola (2014), textual analysis is a way for researchers to gather information about how other human beings make sense of the world. It is a methodology - a data-gathering process - for those researchers who want to understand the ways in which members of various cultures and subcultures make sense of who they are, and of how they fit into the world in which they live. Textual analysis is useful for researchers working in political communication, cultural studies and media studies. This method enables the researchers to assess media reports that reflect their political interest. Textual analysis reduce the chance of collecting irrelevant data as well as increase the possibility of justifiable statement regarding the research problem based on data interpreted.

Conceptual Clarification

Media: That is, the means of disseminating news and information through newspapers, radio, television and the new media to mass audience.

Media Location: Media location has to do with the region or the geographical location of a particular media organization in a state/nation. It is believed that there is a strong relationship between the media and the society it is being located. For instance, Western media have being seen to be promoting the interest of western world the more, same with the media in emerging world.

News Politics: News politics try to explain the factors that influence or determine how the media covers and report issues and events as news items to the audience or readers. The factors that determine what is news such as (Adisa 2012; Caplan & Bednarek 2013) proximity, , magnitude, impact, timeliness, oddity, prominence (elite) culture political ideology, ethnic and social affiliation. When these items influence what is report as news we called it 'politics of news'.

Theoretical Framework/ Literature Review

There are couple of theories that exist which try to explain the influence of media through their production and dissemination of news. However, these theories are from the minimal effect theories of the press. Thus, this study is hinged on

related theoretical constructs to the issue of media location and it influence on politics of news. Gatekeeping agenda setting and political economy media theories were adopted. These theories address media coverage and surveillance to the society. The theses of these theories are relevance in explaining the politics of news in relations to media coverage of issues of national important.

Gatekeeping theory was formed in 1951 by Kurt Lewin to explain the term who controls the 'gate' (channel) of information from the source to the audience. McQueil (2005), Aneato, Onabayo and Osifo (2008) and Baran and Davis (2012) describe gatekeeping of the press as the deliberate effort of news organizations to step-down some news items or content from being disseminated to the audience or readers. The press originally does not have enough space or time to cover and report all the myriad of events and issues that unfold in the society. That is why Folarin (2002) in Aneato et al. (2008) while describing the situation of gatekeeping, stated that no media organization can transmit all the messages it receives in the course of the day's routine. Some individuals that manned the organization (press) have to decide which information, news, words to transmit, which to defer, which to modify and which to delete entirely. This is where the politics of news comes in. The media have to select news that have strong appeal to its ideology or philosophy and report it to the audience. In respect to media location, the media in Nigeria will make sure that news that are transmitted favours the political, regional and ethnic interest of such society.

Adisa (2012), Ahmad (2015), Daramola (2013) and Ekaanyawu (2007) are some of the recent studies in Nigeria that document how ownership, ethnicity, regionalism, religion and political ideology influence media reports of issues of national importance in the society. In fact, Daramola (2013) observes that ethnicity has a great influence in reporting political news in Nigeria newspapers.

While commenting on gatekeeping, Popoola (2015) states the factors that determine how gatekeeping works in the cause of press routine activities. These factors are: timing, ownership pattern, management policy, perceived needs and preferences of the audience/readers, editors perception of reality, views held by editors colleagues, influence of advertisers, appraisal of offerings by the competition, availability of photographs or film footage, legal consideration, professional ethics, ideological perspective and political orientation. To cap it all, McQuail (2005) make mentioned that the socio-cultural and economic milieu within the media operating environment usually determine how gatekeeping occur. A diverse society like Nigeria will see media operating within media location interest in reporting issues of national importance.

The agenda setting of the media is another angle in which media location and it influence on politics of news can be looked upon. Baran and Davis (2012) observes that media present to us what to think about and how to think about it. That is press coverage of issues or events can have an influence in understanding those issues by the audience (Scheufele & Tewksbury, 2010).

According to Martin and Oshagan (1997, p.59), political economy media theorists ask:

"How do the economic, political, ideological, and cultural forces in society influence the development of mass media? How do forms of communication produced by mass media reflect and influence society? How are the media that are developed by the ruling classes integrated into our society's economic system? How do the dominated classes integrate their own activities in this media system?" The above questions also form a base for the assumption of this theory.

A critical evaluation of media ownership pattern in Nigeria, reveals that in most cases, political more often than profit motives, underlines the decision of most media proprietors in Nigeria to establish and run media houses. A close look at the history of the Nigerian press reveals that most of them were established mainly to champion one form of political interest or the other.One aspect of this division is that ownership of radio and television stations are concentrated in the hands of the few who own private property as well as government. Those who own property such as radio and television stations also may also have political and economic interests. In many cases, news reportage and presentation from such stations are skewed to protect such interests. Hence the station will usually protect such owner's capital (Curran et al, 1977). Media are located in the commercial hub of the nation. The major prints are in Lagos-Ibadan axis and Abuja. There are now hundreds of radio and television stations across the country. These broadcast stations are mainly located in the state capital. These media outlet serve as the megaphone for the elites to wield their interest on the public. News and other information coming out from such stations usually depict the tune of the socio-cultural milieu of that location.

Overview of Nigeria Media Landscape

From the earliest newspapers set up by nationalists to fight colonial administration and champion the cause of Nigeria's independence like: Blaize's Lagos Times established in 1862, J.B. Benjamin's Lagos Observer established in 1882, the Eagle and Lagos Critic, set up by Macaulay in 1887, to the chain of newspapers own by Awolowo under the banner of the Tribune to the one owned by Azikiwe and the titles under the defunct Concord press newspaper conglomerate owned by the acclaimed winner of the controversial June 12, 1993 presidential election, late Chief M.K.O Abiola, and the present day crop of newspapers - majority of which are owned by politicians or their cronies fronting for them as publishers in disguise, such as Tinubu's The Nation, Orji UzorKalu's The Sun newspaper, Gbenga Daniel's Compass, the Nigerian Tribune owned by the Awolowo dynasty, Ibru's Guardian newspapers, Jimoh Ibrahim's National Mirror, Nduka Obaigbena's This Day and Kabiru Yusuf's Trust titles, to mention just a few, ownership of media outfits (mainly newspapers) in Nigeria can be seen to be driven more by political motives than mere profit orientation (Ibraheem et al. 2015; Nwammuo, Edegoh & Iwok, 2015).

Similarly, if the popular cliché of North-South divide and geo-political zones in Nigeria is observed as basis of analysis, a current checklist of private media proprietorship in Nigeria will reveal two clear patterns viz.: ownership concentration in the southern part of the country's north-south political divide. A

further evaluation will also reveal that; although, the Lagos-Ibadan axis in the south-west geo-political zone has the highest concentration of media outfits in terms of location, the south-south geo-political zone which is often regarded as ethnic minorities in the Nigerian political calculation, ironically has the highest number of media proprietors, if we consider the states of origin of these media proprietors.

Broadcasting started in Nigeria in 1932 as a result of colonialism. In 1932 radio redistribution programme was introduced by Britain in which the BBC oversee the service. So between 1932 and 1851the redistribution stations was located in Lagos, Ibadan, Abeokuta, Ijebu Ode, Kano,Kaduna, Enugu, Port Harcourt, Calabar, Jos, and Zaria. They were converted to fully operating radio stations in 1951 by Federal Government.

It is pertinent to note that NBS later changed to Nigeria Broadcasting Cooperation(NBC), which later metamorphosed into the present day Federal Radio Corporation of Nigeria (FRCN) in the year, 1978. In the case of television, the history started in 1959 with the establishment of the Western Nigeria Television (WNTV). The reason television started from the region was attributed to the pre-independence politics which placed more emphasis on regional rather than national development (Okunna, 1993). This has an impact on the pattern of news from the station. So with the establishment of WNTV in 1959, other regions began to establish their own television stations. Therefore, in 1960, the Eastern Nigeria government established Eastern Nigeria Television (ENTV).This was followed by the Radio Television Kaduna (RTK) in 1962 which functioned as an arm of Broadcast Corporation of Northern Nigeria. So each regional elites uses the station to project their political and economic interest. Also, the regional socio-political and economic interest are being reinforced via the stations. The Federal Government had its own, Nigeria Television (NTV) in Lagos in same 1962. All these were later brought together under NTA.

In 1976 the Federal Government established the Nigerian Television Authority (NTA).NTA was then given exclusive right over television broadcasting in the county until 1979when state governments wishing to operate television stations were empowered to do. The decentralization of NTA makes each state to have their own station in which the elites and the public of such state utilized.

The 1992 broadcast industry deregulation upon door for private individuals to own broadcast station. Today, virtually every state of the federation including Abuja has a state owned radio and television stations. Also, the Federal government has one of the largest television networks in Africa (precisely Nigerian Television Authority, NTA for short) which has many regional offices across the country. It also own and operate the famous Radio Nigeria with unity FM stations in most state capitals of Nigeria. In the case of private broadcast stations, names like Ray Power FM, African Independence Television (AIT), Channels TV, TVC, Silver Bird, CORE news, DBN, MINAJ etc have been waxing stronger by the day, competing favourably with government owned electronic media in terms of reaching the audience.

As of 2021, there are over 500 media outfits in Nigeria ranging from newspapers, magazines, radio and televisions stations and online media such as Sahara Reporter, Premium times, Daily Nigerian to mention but a few.

What Determines news?

News is a contested concept among scholars. The reason is simple, as what one sees as important might not be seen as important by another. So perception is necessary to understand what determines news values. Caple and Bednarek (2013) observe that scholars over the years have referenced Galtung and Ruge's 1965 definition of news the most. Here news values are determined by perception and cultural inclination. The perception news values factors are: frequency, threshold, unambiguity, meaningfulness, unexpectedness, continuity and composition (Cohen & Young, 1973). The cultural factors that determine news values are; elite-centered, prominence, power and negative happening (Caple & Bednarek, 2013).

Media organizations are central in determining of news. Here, the political lineage, religion, cultural, ethnic, tribal or regional affiliation of the media will determine their views on newsworthiness. According to Adisa (2012) a single definition of news is problematic because there are numerous factors that inform news selection and production. He says "News is what the newspapers print in their news columns and what radio and television broadcast on their news programmes" (Adisa, 2012, p. 5). So, in essence, what the media organization decide to report as news is what the audience will received as news. That is to say media organizations in Nigeria have the liberty to decide what they disseminate to their audience as news looking at the prevailing realities on the factors that determine news as enunciated by Caple and Bednarek.

The Politics of News

Looking at how news is being determined by media organizations through some factors of news values, one can say that politics is strongly embedded on news production and dissemination. The politics of news can be viewed from the stand point of Hall (1973), who observes that news values are derived from cultural milieus. Hall believes that news values are determine from ideological inclination in which it can take the shape of political, economic and social reality of the society the media is been operated. According to Adisa (2012, p.8) the news we received are "shaped by public relations management, the methods and sources used by journalists in gathering the news, and the organizational requirements, resources and policies of the institutions they work for". These factors informed politics of news production. The ideology of the media organization will determine the perspective they gives to news items (Zhou, 2008). Because of the high level of politics in news production and dissemination, politicians, business elites and highly socially and culturally inclined individuals try to have a stake in media establishment.

On this note, one can see that Nigerian media landscape is controlled by the set of individuals mentioned above. The interest of such people always makes sway in

the media (Alawu, 2013)). The way they perceived reality will invariably determine what politics will play in the production of news.

Factors that Determine Media Location

Media is an integral part of the society. It is the societal structure that will determine whether or not media will be located. Also, media cannot just be established without some condition being met. The political economy theory tries to explain how the economy and political reality of the society will determine media stance. The media all over the world have been argued to wield strong political influence on any given society it operates. Media ownership and control is a dominant force in societal social structure. The Nigerian society and media inclusive is deeply divided into the ownership of property and wealth. It is also a society characterized by great inequalities of power as a result of these divisions. One aspect of this division is that ownership of radio and television stations are concentrated in the hands of the few who own private property as well as government which control the public broadcast stations. Those who own property such as radio and television stations may also have political and economic interests. In many cases, news reportage and presentation from such stations may be skewed to protect such interests. Hence the station will usually protect such owner's capital (Curran et al, 1977). These media structure will invariably determine the concentration of media. For instance, the western world has the highest concentration of media outlet because of it economic, political, technological and cultural strengths. The location of media will be determined by these factors. Nigeria has a wide range of discrepancies between region and states in terms of political and economic power based. Lagos State is the commercial hub of the nation. It is also the strongest political base of the nation. This makes the state to have the highest concentration of media. Looking at the political, economic and social realities of Nigeria; below are some of the factors that determine media location in Nigeria:

i. Economy: To establish media business in this 21st century demand strong financial capital. Also, media business needs strong economy to be sustained. Thus, media location has strong connection with the economy buoyancy of the environment. Media establisher usually engaged on feasibility study in the environment they which to start their business. In Nigeria, Lagos is the economic hub of the nation, thus attracts most of the media establishment in the country. Advertisement/commercials are the major source of revenue for media. Lagos is the location of business corporations and financial institutions headquarter thus, enjoy much economic comparative advantage than other states. By so doing, the media do get patronage from them in terms of adverts and commercial. Also, the citizens will have economic capability to purchase newspapers and have access to broadcast channels. The following media organization headquarters are located in Lagos: *The Punch, Vanguard, The Nation, Guardian, The Sun, AIT, Channels, TVC*. Abuja is the nation's capital and also the location of government ministries headquarters and also houses

some corporation headquarters. *Media Trust, Leadership, Silver Bird* and *Thisday* have their headquarters in Abuja.

ii. eopolitics: The region that has huge geopolitical comparative advantage will also attract media establishment. Abuja is the country's political seat of power, thus attracting media establishment. Lagos- Ibadan axis is a strong geopolitical location not only for southwest but the entire country. Most of the major newspapers in the country have their foot stull in Lagos and Abuja.

iii. Technology: The availability of technological know-how will also determine the kind of strive media will enjoy. Access to technology and innovations is key to establishing a vibrant media outfit. In the world presently, the western nations that are highly technologically incline witness the concentration of major media conglomerate in the world. Lagos and Abuja in Nigeria has comparative advantage to access to technology compare to the other state. This is because of its proximity to international port and close to multinational corporations' offices.

iv. Institutions: The concentration of both public and private institution in the area of education, governance, finance, transportation etc will also attract media to be located in such environment. In Nigeria, the major media establishments are located in state capital and the major cities in Lagos, Ibadan, Abuja and Port Harcourt.

v. Cultural/Social Capital: Media products constitute huge amount of cultural and social capital. Society in which the populate have strong social cohesion will influence media location. The media will not lack content to produce.

Media and its Influence in the Society

Media derived its influence from the functions it performs to the society. Media perform the surveillance and correlation functions to the society. In addition, media perform the function of mobilization, entertainment and preservation of cultural values to the society. Media have role in moulding public opinion. Recognizing the important role of media in the society, the second republic president of Nigeria Alhaji Shehu Shagari recognized the media as "fourth estate of the realm" which is saddled with the responsibility of nation-building.

Having recognized the influence of the media in the society, the Nigerian ruling elites picked a high interest in ownership and control of the media industry. There are number of studies that have mentioned the power of the press in setting agenda in the political process of Nigeria. According to Ibraheem, Ogwezzy-Ndisika and Tejumaiye (2015) the effective functioning of democratic institutions is assumed to rest on the pervasiveness of the media in the society. Thus, press are often deployed by different power interests in the society to achieve power leverage. However, in so far as each society consists of different cleavages on social, political, and economic interests, each concerned with furthering its own objective, the influence of the media should be examined within the nuanced context in which they operate.

This recognition of the role of press as agents of power and political control is partly responsible for the decision of the governments of developing countries

which Nigeria is inclusive to either own their own media or regulate news and information flow within and into their countries (Baran & Davis, 2012).

According to Ibraheem, Ogwezzy-Ndisika and Tejumaiye (2015) the Nigerian press since its inception in 1859 have played significant roles in shaping the social, political and economic landscape and setting the agenda for the country's political development. It is a widely held notion that Nigeria political history is inextricably intertwined with that of its media history because of the prominent role the media have played at every strategic point in the country's political development and the influence of politics on the development and focus of Nigeria's press. In essence, the media has influence on the political, economic and social realities of the society.

Influence of Media Location on Politics of News in Nigeria

In critically evaluating media location pattern in Nigeria informed us to see that political and economic motives, underlines the decision of most media proprietors in Nigeria to establish and run media houses. A close look at the history of the Nigerian press reveals that most of media were established mainly to champion one form of political interest or the other. This has been having bearing in their news content.

Noticing the multiple identities in Nigeria media portrayal Okidu (2011, p.5), point that "since the colonial era, the Nigerian media seem to have fallen into and accepted the simple nature of being ethnically and to a lesser extent religiously oriented". This division is seen across the states of the federation. The radio and the television stations in the states are used to echo the view-points of the elites in such state on local and national issues.

Similarly, if the popular cliché of North-South divide and geo-political zones are observed as basis of analysis on media location in Nigeria, a current checklist of private media proprietorship in Nigeria will reveal two clear patterns viz.: ownership concentration in the southern part of the country's north-south political divide. A further evaluation will also reveal that; although, the Lagos-Ibadan axis in the south-west geo-political zone has the highest concentration of media outfits in terms of location, the south-south geo-political zone which is often regarded as ethnic minorities in the Nigerian political calculation, ironically has the highest number of media proprietors, if we consider the states of origin of these media proprietors.

These makes newspapers located in southwest and owners from south-south and south-east Nigeria. The papers are sympathetic to the cause of those regions. In the same vain, the Lagos-Ibadan axis always promote the cause of southern Nigeria. Similarly, the newspapers located in Abuja-Kaduna axis promote the cause of northern Nigeria.

Also, the major television stations are located in Lagos and Abuja. NTA and AIT have network stations in the states. Stations like Channels, AIT, TVC etc have a huge political impact on the society. The owners are mainly politicians and business individuals. They are also partisan in their coverage of news as they seem to be sympathetic to some political interest.

Some of the aforementioned media establishments have been accused of contributing to ethnicity and religion bigotry in their news report of national interest. No doubt this is politics of news in display. This informed Iruonabe, Imhonopi and Ahmadu (2013) to report that media in Nigeria have become divisive factor in electoral politics. The media was filled with political divide, disseminating inflammatory materials in the first, second, third and fourth republic. The 2015 general election witness a sharp divide among regional line so also the media. The context was between a northern (Muhammadu Buhari) and Southerner (Goodluck Ebele). So media reports were along these lines. Examples of media report based on regional, location and political interest are as follows:

Daily Trust report of February 3, 2015 tagged "9 houses burnt as PDP/APC clash in Jigawa" portray the conflicts between two major political party rivalries which lead to burning of houses of party loyalists. The story was meant to narrate the conflicts magnitude without providing any avenue for reconciliation. In fact the narration can spur reprisal attack.

Immediately they arrived, they set fire on the stall of those APC boys and started chasing people up and down with machete. They burnt about nine houses in all. The police later came and tear-gassed us. The PDP youth later burnt one of their vehicle and pulled down their party office in order to blame it on the APC.

This story have no doubt provide avenue for the polarizing of electorate. Any party supporter that read the story will not be happy about the way political activities going on in his society. It can easily trigger anger for reappraisal attack in other areas that there is no such kind of rivalry. As it was, the candidate for PDP was a southern and that of APC northern. High level of acrimony was generated along these regions as it was seen in the media report.

The reports of *Daily Trust* in February, 2015:

APC chairman's residence raided in January

The first pronounced worrying case was the raid on the residence of the National Chairman of the All Progressives Congress (APC), Chief John Oyegun, on Monday, January 12, 2015 by unknown invaders.

This report did not go down well with APC supporters as no party loyalist will hear what happened to his party chairman and he will keep quiet.

Jonathan's convoy attacked in Katsina, Bauchi, Taraba

Some unidentified political thugs attacked the convoy of President Goodluck Jonathan in Katsina State during the continuation of his re-election campaign on Tuesday, January 20. Similar attack took place in Bauchi on January 22, as youths pelted the President's convoy and campaign podium with sachet water and stones. The Governor of Bauchi accused some aggrieved PDP chieftains of masterminding the attacks.

Likewise, PDP supporters will not be happy to hear this story. There reports have the tendency to spur acrimony among the electorate in the respective locations.

Jonathan's Campaign Buses Touched in Jos

The campaign officials and supporters of President Jonathan were on a ride in two of his campaign buses in the Plateau State capital, Jos, on January 10 when youths rounded the buses up and destroyed them. The busses, each a 15-seater beauty adorned in the colours of PDP and the president's pictures, were set ablaze in Bauchi Road and Mango Street, both within the metropolitan Jos North Local Government Area, where they were stopped.

APC secretariats, rally bombed in Rivers

Suspected thugs in the early of Saturday January 24, invaded the venue of the APC governorship rally in Okrika in River State, bombing the podium that was provided in preparation for the campaign rally of the party's candidate, Mr Dakuku Peterside.

Deployment of troops around residences of APC leaders

After the elections were postponed, the leaders of the opposition party, the APC, complained against the deployment of troops around their residences. The troops were deployed around the residences of Asiwaju Bola Ahmed Tinubu and Governor Rochas Okorocha of Imo State for yet-to-be disclosed reasons. The decision, which could trigger off violence, was confirmed by the Director of Media and Publicity of the APC Presidential Campaign Organisation (APCPCO) Mal. GarbaShehu, whose residence was also visited by police men.

Recent reports on electoral violence

A report from TheCable last Friday said 55 persons had been killed in political violence across 22 states of the federation ahead of the 2015 general elections, raising fears that there might be underreporting of the casualty figures, with the killings taking place in all of Nigeria's six geo-political zones. Lagos, Kaduna and Rivers are rated as the most violence-prone in this election season.

In the quest to narrate political conflict in 2015 election, The Nation report of March 15, 2015 "Jonathan's rampaging bloody politics". From the headline alone, the PDP presidential candidate was indicted by the newspaper narration. Hear, they blame the party of indulging on "bloody politics'

The high level politics of news in Nigeria partisan democracy makes Santas and Ogoshi (2016) to observe that media in Nigeria are faced with challenges centered on issues related to ethnicity, pressure from diverse sociocultural groups, government and corruption. The press is always inclined toward the politics of the day. Ethnicity has bedeviled the Nigerian media. The media are tribally, regionally and religious or sectional bias in their report of national issues.

Also, the Nigerian media is divided into various geopolitical areas as being manifested in their news content. On typical example is the issue of June 12, 1993 election. The Southern media announced that Abiola won the election and are not in support of the military government annulment of it, while the northern media were clearly in support of the government decision. In his contribution on ethnic consideration in coverage of political news, Daramola (2013) stipulate that newspaper ownership in Nigeria is closely tied to ethnicity. He observes that today's news media do endorse candidate or party during an election and also maintain their support through selective reporting of the political happening.

Noticing the problem bedeviling Nigerian media, Akinfeleye (2003, P.1) states that the issue of professionalism is a mirage and raised a question "first estate of the realm or first estate of the wreck"?

Similarly, Ahmed (2015) states the Nigeria media was a key player to political and ethno-religious crisis in which through their news, they contribute to inflammatory of issues. He cited some media headlines examples that "in crises situations, headlines are sensationalized to make sales in the Nigerian media." The author exemplifies thus: "BokoHaram strikes Kano, killing two Igbo businessmen" and "How Christian youths killed my driver – Dr. ZainabKwaru," to mention a few" (Ahmad, 2015, p.3).

The concentration of media in few hands and in few locations lead to the advancement of personal, ethnic, regional or sectional interest which lead to political and religious acrimony. On same light, Olayode (2015) observes 2015 general elections to clearly portray the dominance of regional sentiment as determine of people choice during election. The votes were along ethnic, regional and religious identity. Here ethnic group competing for political position do evoke the media in their location to pass across their sentimental messages. Hoffmann (2014) maintained that in as much of news and discourse on Nigeria, the country represented in sharp divisions between a 'largely Muslim north' and a 'predominantly Christian south'. This division is seen in almost all ramification of the country. This makes Yusuf (2016) to see a sharp divide which defined media bias in Nigeria along regional and ethic contour. In trying to describe the influence of media ownership and control on media Agenda Setting Okwuchukwu (2014, p.1) situate the politics behind news making in Nigeria:

revealed that different levels of government in Nigeria which comprises of state and federal governments, serving and retired high level public and private officials, politicians, as well as influential businessmen and women, own most of the media organizations in Nigeria. It was observed that these groups of people (the ruling elite) are the core "news makers" whose views and opinions populate most of the views, news, opinions and information disseminated in the media in Nigeria.

Adisa (2012) clearly states that locational factor determine the level of attention given to news related to conflict by Nigeria newspapers. He observes the media wield a lot of power in which they can start conflict and can also play a great role in diffusing tension. This invariably means that the kind of politics used in defining news will have an implication on the media and its audience as a whole.

Conclusion

To say that media location has influence on the way news are been reported is an understatement. This study was able to understand how some cultural and media perception do determine news values or before they are regarded as news or not, if they are regarded as news; the perspective at which they are reported will be influence by such variables. The factors that determine news values are proximity,

magnitude, impact, timeliness, oddity, prominence (elite views), culture, and political ideology, ethnic and social affiliation. When these items influence what is report as news we called it 'politics of news'. The environment at which a media is located has implication on it views on how to report issues. In Nigeria, media locations have direct influence on news content. The media that are located in south views on issues is different to the way media in north also view same issues. Politicians, religion elites, traditional leaders, opinion leaders and economic actors do use the media at their disposal to exert their interest on the public. They usually serve as news sources to media organization by so doing their interest have it way into the news content. This study concludes that economy, geopolitics, technology, intuitions and socio-cultural milieus does have impact on location of media in Nigeria. The study also found that media location influence politics of news in Nigeria. This is obvious in the content of such media. The media located in the south depicts the cultural, political, economic and social interest of the news makers (sources) and the public views in their content. This trend is also replicated in the media that are located in the northern part of the country. Studies have confirmed that Nigeria media following parochial, mediocre, partisan interest along ethnic, religion and geopolitical is a problem to national interest. Media have been blamed for political, ethnic and religion crisis that have characterized the country since it independent. Though the same media have been praised for championing the cause of democracy consolidation in the nation's polity; much need to be done in such regard. The Nigerian media can decide to champion national interest. In doing so, the divided society will all see the need of oneness for nation building.

Recommendations

Based on high partisan politics that defined news in Nigeria along ethnic, geopolitics, religion and social milieus location interest; which is not healthy for consolidation of dividend of democracy, this paper suggest the following recommendations:

i. It is obvious that politics cannot be separated from news; Nigerian media is advised to trade with caution in covering issues of national interest. News should be reported along national political interest.
ii. Media should reduce the level of sensationalism news that depict regional, political, religion and socio-cultural values of the Nigeria society in divisive manner.
iii. Politicians, economic actors, religions leaders, and civil society should stop using media along regional interest against national interest.
iv. The issue of professionalism, objectivity, balance and fair and editorial independence should be upheld by Nigerian media organization. This will ensure that media is not been used to achieved personal interest but national interest.

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ACCESS TO INFORMATION BY RURAL DWELLERS AS A REMEDY FOR TACKLING COVID-19 PANDEMIC IN NIGERIA

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Abstract

The origin of the COVID-19 pandemic, otherwise known as Corona-virus at the moment, is shrouded in mystery. Its cause and mode of spread of infection have also not been fully branded as the scientists are yet to reach an agreement on whether COVID-19 is solely a respiratory or/and airborne disease. As a result, the pandemic is even becoming more unpredictable and intractable to manage. Over 200 countries worldwide are at crossroads in search of its cure, and none has been found yet. Consequently, its devastating effects continue to ravage the entire globe. Thus, the pervasiveness of the pandemic has become a very major emergency across Nigeria. The budding numbers of people who are likely to be victims of this ugly development are often the rural communities with no common access to information due to their economic and information deficiencies. The thrust of this paper is that providing rural dwellers with adequate and timely access to information will serve as a panacea for the COVID-19 pandemic.

Keywords: Access, Information, Rural Dwellers, community

Introduction

The year 2020 was greeted by a dreaded disease outbreak called Coronavirus, otherwise called COVID-19. The dreaded Coronavirus was first reported from Wuhan, the capital and major business city of Hubei Province, China. The deadly disease spread across China in a very short while, and cases were reported with an exponential increase in morbidity and mortality rates. The disease has evolved and continues to be a very major emergency across the globe. On 11th March 2020, the World Health Organization (WHO) declared COVID-19 a Pandemic, having met the epidemiological criteria of having infected more than one million people in at least one hundred countries (Callaway, 2020). As of 13th September, there have been over 225 million confirmed cases and over 4 million deaths worldwide. Over

7 million cases have been recorded in Africa, with more than 200,000 thousand cases and over 4 thousand deaths from Nigeria Worldmetre (2021). Symptoms exhibited by COVID-19 disease range from fever, dry cough, headache, tiredness, sore throat, respiratory symptoms, shortness of breath, and breathing difficulties, among others (WHO, 2020).

In Nigeria, the first known index case was on 28th February (2019). since then, the cases have been rising steadily every day in an exponential increase. Today, the actual numbers of people infected cannot be ascertained, as healthy people are not tested except they have a travel history to high-index countries within a stipulated period. Given this, it is possible the number of infected people could be more in Nigeria. This could lead to underreporting of COVID-19 associated deaths. According to Ohia, Bakarey, and Ahmad (2020), the arrival of the virus into the country has seen an influx of philanthropic gestures aimed at providing palliative measures such as ambulatory services and makeshift facilities. They, however, maintain that COVID-19 has once again brought to the fore the underlying need as a matter of urgency to dedicate resources for the provision of standard critical care facilities such as modern equipped laboratories and hospital facilities, including beds, ventilators, and human resources training which, are presently lacking across the states in Nigeria.

To coordinate and oversee Nigeria's multi-sectoral inter-governmental efforts to contain the spread and mitigate the impact of the COVID-19 pandemic in Nigeria, President Muhammad Buhari constituted a Presidential Task Force (PTF) on 9th March. 2020. To effectively achieve the mandate of the PTF, a National C0VID-19 Response Centre (NCRC) was also established within the PTF headed by a National Coordinator of the PTF. The NCRC provides the strategic guidance and coordinates the efforts of the multi-sectorial and multilateral actors as well as the resources involved in the national response to ensure proper synergy and efficiency.

As the cases of Coronavirus in the country started to increase, the federal government and various states of the federation took several drastic measures to curtail the pandemic outbreak. These measures include the closure of state boundaries, schools and banning congregational prayers in churches and mosques. In addition, social distancing was strongly advocated, while all social activities such as weddings, funerals, cinema, clubs, and beer parlors were prohibited. Furthermore, aA mandatory stay at home order was also declared, all to prevent the spread of the coronavirus pandemic.

The pervasiveness of the dreaded COVID-19 in the country has become a major worry for the federal and states governments, considering the mortality rate and its devastating impact on the socio-economic development of the nation. According to Idowu (1999), its prevalence on the mortality rate has steadily increased daily. The ugly trend had not only threatened and claimed many lives but had also created a mysterious atmosphere that discourages investors, both domestic and foreign. By and large, it has threatened the viability of the nation's economy and the nascent democracy. Life is crucial to a nation's sustainable development. Production and industrial activities can only thrive in an enabling healthy and safe environment.

Undoubtedly the pandemic is a serious health issue currently challenging the peaceful existence and national socio-economic security of the nation. Therefore, this bewildering disease needs to be addressed urgently and permanently using the best strategies and means to pave the way for its cure.

As the government has begun easing COVID-19 lockdown measures, effective communication is an essential component for mitigating the risks associated with the inevitable clustering of people in public places and other practices capable of not only fueling the spread of the disease but spiking the number of cases and mortality from COVID19 Balogun et al. (2021). Effective communication requires the dissemination of information via credible communication channels Erinoso et al. (2021). In today's complex society, access to information has become imperative in deciding about private and public lives' daily conduct and resolving the most intractable health issues. Thus, Oguntuase and Akinbode (2007) observed that this vital tool (information) is central to human activities, very essential to human survival and life-wire of any organization because it is crucial in rational decision making and a data of value in planning and execution of a program in any given society. Hence, Kemp (1976) measured information as the fifth of the human needs in ranking with air, water, food, and shelter. Thus, a good flow of information delivery sustains virtually every facet of social endeavor that thrives.

Consequently, Popoola (2002) observed that access to information has become essential and has become an effective tool for development and resolving issues in any society. In the same vein, Uche (1999) noted that information is the key resource for the development and progress of a nation which, touches on the health, socio-economic, cultural, and political development of its citizenry; and no nation can develop above her informational capacity and effective information delivery. A society becomes moribund and motionless when the information system stagnates, or people lack access to accurate and appropriate information. Information is a vital commodity that is indispensable in any developmental process, and it is anchored by adequate access to all and sundry. The preceding implies that information as a strategic resource for virtually any person, organization, or establishment must be adequately made accessible at all times to all people, no matter their social, economic, and political deprivations. Accessibility to information by rural dwellers is crucial because it plays a very prominent role within the communities they find themselves in by providing and offering useful information services to the people. Unfortunately, rural dwellers most vulnerable to the pandemic have no access to vital information that would help them take precautionary measures to avert the infection and spread of the dreaded COVID-19 disease. The worry of this paper is that making relevant and appropriate information accessible to rural communities will serve as a panacea for the COVID-19 pandemic.

Conceptual Framework

COVID-19 was first reported by the World Health Organization (WHO) on 31st December 2019 and declared outbreak as a global pandemic on the 11th March 2020.

Individuals and organizations have defined the virus. For example; Medscape (2019) defined Coronavirus disease (COVID -19) as an illness caused by a novel coronavirus now called Severe Acute Respiratory Syndrome Coronavirus 2 (SARS-CoV-2; formerly called 2019-nCoV), which was identified amid an outbreak of respiratory illness cases in Wuhan City, Hubei province, China similarly, MedicineNet (2020) defined Coronavirus as the type of common virus that infects human, typically leading to upper respiratory infection (URI), according to this concept, the virus is spread through the air by sneezing and coughing, close personal contact, touching an object or surface contaminated with the virus and rarely, by facial contamination.

Information is defined by Ojedokun (2007) as statements of facts, figures, ideas, and creative works of the human intellect, which are logically or by way of reasoning interrelated and has been communicated, recorded, published, and distributed formally or informally in any format. He maintained that information does not have a physical existence but exists due to the real state. According to this viewpoint, information is always about something or someone and is applied to all disciplines that are science, social science, and even arts and could still be seen as a human phenomenon, which involves individuals transmitting and receiving messages in the context of their possible action. Aguolu (2006) explained that information constitutes messages of human experience transmitted by signal or stimulus. It assumes a response in the receiver and, therefore, possesses potential. Information, according to him, should be understood from two perspectives, first the viewpoint of its content, its intellectual essence, and secondly from the point of view of processing the information and transferring it to recipients.

Theoretical Framework

This study is anchored on Everyday life information seeking (ELIS). ELIS model was initiated based on the need to elaborate on social and cultural factors that affect people's way of preferring and using information sources in everyday settings. The concept of ELIS refers to the acquisition of various informational (both cognitive and expressive) elements, which people employ to orient themselves in daily life or to solve problems not directly connected with the performance of professional tasks or full-time study (Savolainen, 1995). Typically, ELIS studies discuss how people use various information sources to meet information needs in health, consumption, and leisure. Information seeking may be analyzed in two major contexts: job-related and non-work. The present entry concentrates on non-work information seeking, more properly called everyday life information seeking (ELIS). The model, therefore, enables us to appreciate information behaviour as part of the holistic human communication process mixing cognitive, social, cultural, organizational, and affective factors. Information seeking is a major constituent of information behavior or information practices, that is, the entirety of ways in which people seek, use, and share information in different contexts (Wilson, 2004 and Savolainen, 2007)

Therefore, the major questions pursued in everyday life information research are: How do rural dwellers access information, especially on the COVID-19 existence, mode of spreading, the means of contacting the virus, and other daily activities? This suggests that ELIS uncovered how rural dwellers engage themselves in seeking information beyond solving not only health-related information like not getting infected with the COVID-19 and the measures to protect rural dwellers from seeking wrong information on the virus and other daily life information.

Areas Information can be made Accessible to Community Dwellers

In today's complex society in which we live, accessibility to information is very crucial and has become very imperative in making sound decisions about the daily conduct of private and public lives of the people and in resolving most of the intractable health issues. Hence, in tackling the Coronavirus, information must be made accessible to all and sundry irrespective of their socio-economic status. The community dwellers that are most vulnerable due to their economic and information deficiencies need to be informed about the coronavirus pandemic in the following areas:

Early Warning on the Outbreak of Coronavirus

The first approach in combating the COVID-19 pandemic is to provide early warning information about the outbreak of the dreaded disease accessible to community dwellers. The free flow of information in this regard is very important because its absence creates doubts, misconceptions, and disbelief about the disease. To buttress this fact, Laloo (2002) stressed that providing unhindered access to essential information about the Coronavirus accessible to the community will form the basis for its prevention and possible cure. Effective information dissemination will alert the leaders and the people at the community level on facts about the endemic disease. Consequently, the spread of the disease could be avoided or at least be minimized to an extent if there is adequate information about the outbreak of Coronavirus accessible to communities. In other words, if there were information channels that were open to everybody in the community, then the spread of the pandemic would have been contained. Timely and adequate early warning information about the dreaded infectious disease is central to its prevention and possible remedy. Therefore, it is the role of governmental agencies like the Presidential Task Force (PTF), National Centre for Disease Control (NCDC), non-governmental institutions, and individuals; to provide adequate information on the pandemic at the community levels. The jingles on the radios and televisions about Coronavirus are not adequately accessible to the community dwellers due to their information and economic deficiencies.

Public awareness about the Covid-19 Pandemic

The governments or the relevant agencies need to provide adequate information to create awareness on the outbreak and effects of the deadly disease. Unfortunately,

the jingles on the radio and televisions channels are not enough because they do not get to the rural communities. This is because the majority of the rural dwellers do not have radios and television sets in their homes. Hence, they lack adequate information on the outbreak, the existence of Coronavirus, its mode of spread, and measures to prevent the spread. Due to the lack of appropriate information about the COVID-19 pandemic, the majority of the community dwellers are bound to doubt its existence and its consequent effects on the lives of the people. Inaccessibility to information makes the communities most vulnerable to coronavirus pandemics.

Existence of Corona Virus Pandemic

Information on the reality or otherwise of the existence of Coronavirus is central to any effort towards the prevention and possible cure of the pandemic disease. It is crucial because, until now, most people in the communities do not believe in the existence of the COVID-19. They feel it is an ideological and political framework by the federal government of Nigeria to attract monetary assistance from philanthropies and developed countries. If they do not believe in its existence, they would not adhere to any restriction orders or take any other information concerning it seriously. There are lapses in this regard on the part of the agencies responsible for the control and management of Coronavirus in failing to sensitize the communities on the existence of the disease. The very basic information that should be made accessible to the rural communities is convincing explanations on the reality of the existence of Coronavirus and its consequent danger. The community dwellers, according to Ohia, Bakery &Ahmad, are already very skeptical about the existence of Coronavirus, hence making this information accessible to them will certainly clear their initial doubts on the reality of the existence of the disease and make them adhere to all restrictions guidelines and measures toward its prevention and possible remedy.

Symptoms of Coronavirus

Another crucial area where information should be made accessible to the communities is the signs and symptoms of the Coronavirus because the pandemic disease affects different people in different ways. Therefore, information in this regard is central to the prevention and possible cure of the pandemic because it will enable the people in the communities to identify individuals with such signs and symptoms and report promptly to the agencies in control of the spread of the dreaded Coronavirus. But, unfortunately, people in rural areas are ignorantly mingling with each other, even sleeping with people with the symptoms because they are not adequately informed of the symptoms. Therefore, for the communities to take preventive measures against the spread of Coronavirus, appropriate information about its symptoms should be made accessible to all and sundry in the community irrespective of their socio-economic and information deficiencies.

Mode of Spread of the Coronavirus

At the moment, according to Ohia, Bakarey, and Ahmad (2020), the cause and mode of spread of the infection have not been fully branded as the scientists are yet to reach an agreement on whether covid-19 is solely a respiratory or/and airborne disease. Moreover, the disease affects different people in different ways. Thus**,** adequate information about the mode of spread of Coronavirus is necessary for them to be aware and take preventive measures against its spread. There is enough information on the symptoms and mode of spread of Coronavirus at the federal and state levels, but such information is not accessible to the community dwellers. Relevant and appropriate information about the spread of COVID-19 should be accessible to all and sundry else; every effort towards tackling the disease will be futile.

Protective Measures against the Spread of COVID-19

The WHO (2021) advises on how individuals and the community will adopt the following preventive measures of the disease to avoid the spread in our community as follows:

i. **Maintain at least a 1-meter distance between yourself and others** to reduce your risk of infection when they cough, sneeze or speak. Maintain an even greater distance between yourself and others when indoors. The further away, the better you live.

ii. Regularly and thoroughly clean your hands with an alcohol-based hand rub or wash them with soap and water. This eliminates germs, including viruses that may be on your hands.

iii. Avoid touching your eyes, nose, and mouth. Hands touch many surfaces and can pick up viruses. Once contaminated, hands can transfer the virus to your eyes, nose, or mouth. From there, the virus can enter your body and infect you.

iv. Cover mouth and nose with bent elbow or tissue when you cough or sneeze. Then dispose of the used tissue immediately into a closed bin and wash your hands. By following good 'respiratory hygiene,' you protect the people around you from viruses, which cause colds, flu, and COVID-19**.**

v. Clean and disinfect surfaces frequently, especially those which are regularly touched**,** such as door handles, faucets, and phone screens

Wearing of Face Mask

According to Ohia, Bakarey &Ahmad (2020), wearing face masks is not common among people in rural communities. People in communities go about without wearing face masks because information on the need and importance of wearing face masks as a preventive measure against infection by Coronavirus is not accessible to them. One of the best steps in tackling COVID-19 is to prevent its spread by wearing face masks against its infection; hence the communities must be adequately informed on the need to wear face masks in public places to avoid being infected by the COVID-19 pandemic. They said that any relevant information in preventing the dreaded disease is crucial because prevention is better than cure.

Lockdown Restriction Protocols

The rural communities lack adequate information on the lockdown restrictions guidelines. According to Ohio, Bakarey&Ahmad (2020), adherence to lockdown restrictions directives in the rural communities is quite difficult, and the compliance is uneven due to lack of appropriate information. People in the communities lack information on the lockdown restrictions such as the washing of hands regularly, maintaining social distancing, and stay-at-home order hence;, there is no observance of the lockdown restrictions by the communities. Adequate information on wearing face masks and social distancing is vital information that should be made accessible to the communities because if they are not appropriately informed, strict compliance and adherence to restriction guidelines will be difficult. The communities require adequate and appropriate information on lockdown and social distancing protocols to comply with the restriction guidelines, which will serve as prevention and possible remedy to the disease.

Social Stigma COVID-19 Patients

There is a social stigma threatening COVID-19 patients in Nigeria's rural communities that require adequate information to clarify the situation. People in the communities do not want to associate with people who have recovered from COVID-19. The stigmatization effect is so excavated that people in the communities run away from their very family members from urban areas and label them as being infected with the Coronavirus. According to MediceNet (2020), the emotional turmoil of this experience has made most victims withdrawn, keeping themselves away from their family members and friends. Anecdotal evidence indicates that stigma associated with COVID-19 makes people hide when they are sick and delay seeking treatment. Others do not want to go for tests for the fear that they will be labeled Coronavirus patients. Stigmatization affects the emotional or mental health of the stigmatized persons or groups and their communities. Adequate information can contribute to the reduction of stigma associated with covid-19 among the community people. Making information accessible to the communities will clarify negative notions and make the people come out for COVID-19 test and treatment when they are sick, thereby curbing COVID-19.

Conclusion

The world over is struggling to find a medical solution to the coronavirus pandemic. In desperation to discover a cure for the dreaded disease, many resources have been committed by different countries to research to discover a vaccine for the disease. Thus, to curtail the spread of the pandemic, lockdown and restriction orders were given whereas, the information on the restriction protocols was not made accessible to all and sundry, particularly to the people living in the communities, thereby making them vulnerable to the disease. Hence, the paper advocates that making information accessible in the areas discussed to the community dwellers would serve as a panacea to the spread and possible cure for the coronavirus pandemic in

Nigeria. The lessons from previous outbreaks, such as Ebola, have proven valuable in responding to and effectively managing outbreaks in Nigeria - particularly the need for real-time information will also enhance the response to COVID-19 not only in Nigeria but improve understanding of the COVID-19 situation in Africa and contribute to global preparedness for future outbreaks.

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MOTIVATION AND USE OF SOCIAL MEDIA FOR ADVERTISING BY FIRST BANK

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Abstract

The study investigates First Bank Nigeria PLC willingness use of social media advertising. The goals of the study were to look into First Bank Nigeria's social media advertising trends and to learn about their motivations for employing social media advertising. The research design used was both quantitative and qualitative, and it was based on the diffusion of innovation theory. The quantitative element of the study focused on descriptive and inferential analyses of the bank's social media platforms and responses from respondents (bank employees and customers), while the qualitative aspect focused on a textual analysis of the social media advertisements. The study found that First Bank used a variety of online advertising resources (social media inclusive) to promote it products and services to the millions of online audience. The bank is using social media ads to try to elicit feedback, engage its customers in real-time and promote debate; thereby establishing two-way connection between the bank and its clients. With a high level of success, First Bank currently has an appealing and well-designed website and social media pages that is appealing with ease of interface. The potentials of social media allows First Bank to market its products and services to the global audience. Therefore, the study recommends that for banks to fully utilize social media advertising tools maximally, they have to meet the criteria established for interactive and control medium.

Keywords: Advertising, Banks, Financial Institutions, Social Media, Uses and Motivation

Introduction

The introduction of new communication technology is altering communication patterns in the corporate sector. Organizations are concurrently engaging with several shareholders via digital communication, as opposed to the time-honored one-way, top-bottom connection. According to studies, communication professionals' use of the World Wide Web has increased in recent years, improving productivity and efficiency, two-way communication, real-time interactivity, and research, consequently enhancing organization role enactment and perceived decision-making capacity (Porter &Sallot, 2005). This is particularly true when it

comes to maintaining consumer involvement and loyalty. In the digital era, attracting and engaging a consumer has become a stimulating experience, and many businesses are struggling to comprehend their customers' changing tastes and how to cater to them online (Lopez, 2013).

The adoption of new marketing techniques that employ the ever-advancing technology applications accessible today has been the trend in global business for the previous two decades. The usage of social media has become one of the most popular technological applications for business marketing. Social media has grown as a highly active and energetic Internet-based platform. It has shown to be an incredibly beneficial platform for communicating with hundreds, thousands, or millions of other individuals concurrently in a multi-dimensional manner (Ayarekar, 2015).

In this age of the information superhighway, millions of people all over the world are using social networking to create online local, regional, and global communities where they can share their common interests and activities, disseminate information, and interact using a variety of web-based tools (Eid & Ward, 2009). As a result, social media advertising is still a relatively new element to companies' integrated marketing communications strategies. Integrated marketing communications unites the parts of the promotional mix, including advertising, personal selling, public relations, publicity, direct marketing, and sales promotion, all of which social media is revolutionizing.

In the classic advertising communications model, an organization collaborates with an external agent, such as advertising agencies, marketing research firms, the media, and public relations organizations, on the content, frequency, timing, and medium of communications. However, the rise of social media has had an impact on how businesses communicate. The Internet now provides a set of technologies that allow people to develop social and business connections, share information, collaborate on projects online (Corruthers, 2010), and keep constant interaction with clients, thanks to the emergence of Web 2.0.

Advertising has typically been thought of as one-way communication, conveyed from the advertiser to a receiver, the target audience, via some media vehicle. However, thinking of advertising as one-way communication, especially online, limits what is possible. Advertising enters a new phase in a society dominated by Web 2.0 (social media).

Banks embrace social media because it allows for interactive capabilities in an environment marked by user control, independence, and dialogue, as well as bringing a new level of engagement and customer involvement to advertising applications. Social media allows brands and customers to communicate in a two-way or multi-way manner. Conversations, interactions, and shared control become more important in online advertising than passive consumption of packaged material (Tuten, 2008). Dominick (2009) emphasizes that in this day, advertising is not just paid for, but word of mouth (viral advertising) is also used to harness paid advertising as a variable instrument for banks.

Banks now have a platform (as a new marketing tool) that allows them to get to know and communicate with their customers and prospects in ways that were previously unattainable (Eleboda & Majekodunmi, 2015). This will undoubtedly open the door for banks to utilize social media for advertising on a large scale. Not only in industrialized economies, but also in emerging economies, social media advertising has grown in popularity and acceptance. Banks all around the world, including Nigeria, have adopted social media advertising as a supplement to traditional methods of reaching out to current and new clients. Advertising in business aims to influence the audience to take or continue to take some actions in relation to the advertised product or service, and is seen as a form of marketing communication used to encourage, persuade, or 'manipulate' an audience (viewers, readers, or listeners, or sometimes a specific group) (Ayerekar, 2015). Advertising is delivered to audiences through a variety of media, including television, radio, newspapers, the Internet, magazines, and billboards. Cellphones, iPads, Kindles, Notebooks, and other portable electronic devices with Internet connectivity are some of the relatively new platforms banks are considering for advertising, particularly those that are expanding quickly. Today's mobile advertising trends include the utilization of social media platforms like Twitter, Facebook, and Whatsapp, just to name a few.

Supporting the above point, Nwosu (2003) claims that social marketing is based on new marketing concepts that demand that we be customer-oriented and customer-driven in everything we do, such as bank discussions, planning, and execution, in order to meet customers' needs and wants to the fullest extent possible. While the Internet is changing the way banks design and implement their entire business and marketing communication programs (Belch & Belch, 2021), banks must view potential and existing clients on social media as communities to be built and nurtured rather than just customers looking to buy goods and services (Fyfe, 2009). While social media as a whole can be called interactive communication vehicles, corporate communicators must learn to separate the components of different social media, each of which has its own set of advantages for both banks and their clientele. As a result, the purpose of this study is to determine the motive Nigerian banks using social media advertising.

Objectives of the Study

1: To investigate the patterns of social media advertising by First Bank Nigeria.

2: To find out the motives for using social media advertising by First Bank Nigeria.

Literature Review

Belch and Belch (2021) sees it as "any paid form of non-personal communication about an organization, product, service or idea by an identified sponsor". Quail (2011) defined it as "a paid, mass-mediated attempt to persuade". A painstaking look at these definitions reveal that there is no widely adopted

definition at this time but there are certain recurring elements: (1) Paid (2) non-personal (3) identified sponsor (4) mass media; and (5) persuade. Advertising which is any paid form of non-personal communication about an organization or its product to a target audience through a mass/broadcast medium by an identified sponsor. It should be observed that for any promotional activity to be called advertisement it must be paid for (Okpoko, 2008). Therefore, without the media adverting cannot be complete. It is the media that connect the advertisers with the target audience.

The internet which social media is a component has been a valuable tool for communicating to, and most importantly, with customers. While newspaper and the television once dominated as alternative choices for information flow, the internet now offers equal access for all interested in disseminating information.

Social media is a term that has gained the interest of researchers over the past few years, there are many definitions of social media as a result of this. For instance, in giving a definition of social media, Nyekwere (2012) mentions that social media "refers to online social interaction sites in which messages are developed by the users and also shared by those users between or among themselves" (p. 16).

Media propagation has changed the ways in which advertising messages are delivered and received. Due to the high costs incurred in delivering a mass audience, advertisers are moving away from television and investing in alternate media, such as social network sites (SNSs), to reach their target customers. The emergence of Social Media has helped organisations in engaging in a direct, efficient, cost effective and timely end-consumer contact as compared to the traditional communication tools. Therefore Social Media Advertising is more beneficial not only to large multinational firms, but also to small and medium sized companies, and even non-profit and governmental agencies.

Few studies have been conducted on the bank adopting social media advertising in Africa (Adeola, 2016; Eleboda, Majekodunmi, 2015; Oluwatolani, Joshua & Philip, 2011), but more studies done on the subject matter across Europe, America and Asia (Chanda & Zaorski, 2013; Veenswyk, 2013).Veenswyk (2013) also confirmed that banks are leveraging on the potentials of social media.

Chanda and Zaorski, (2013) conceptually examine social media usage in the financial services industry. They pointed out that social media use by the financial services industry is prevalent and can be expected to grow as the social networks continue to expand and become further entrenched in the public's online consciousness. Nyekwere, Kur and Nyekwere (2013) study investigated awareness and use of social media in advertising among residents of Port Harcourt, Nigeria. They found that social media are good media for advertising, despite the challenges inherent in their use. However, Adeola (2016) examine if new media marketing concept as a new business philosophy has been effectively adopted in the banking industry. Closely related to this study is the work of Eleboda and Majekodunmi (2015) investigates the growing adoption of social media advertising among financial services providers, particularly banks, in Nigeria.

From the foregoing review, it is evident that there is an impressive amount of literature on the subject of banks adopting news media. However, most of the available studies on social media advertising by banks focused on western possibly because they dominate the global media landscape; whereas the birth of studies from Asian countries is emerging. Studies in Africa (Nigeria) are a recent development. But as existing literature shows, there is a consensus among scholars that social media advertising is taking a center stage in marketing.

Theoretical Framework

The diffusion of innovation theory explains how an idea or knowledge spreads over time through many channels and social structures in society (Katz et al, 1963 cited in Ojobor, 2002). The theory's main concept is that for a new idea to spread, it must go through many stages: awareness, curiosity, appraisal, trial, and adoption. Rogers and Shoemaker (1973, quoted in Nyekwere, et al., 2013) proposed a four-stage model of information diffusion: information, persuasion, choice or adoption, and confirmation (McQuail, 2011).

Because social media advertising is still in its early stages of development, various users will adopt it to varying degrees, this hypothesis is considered relevant to this study. While some users, such as advertisers and viewers, have progressed through the stages of awareness, interest, and trial, and have begun using social media to advertise and patronize certain products, others have yet to embrace this new medium, despite being aware of it.

The primary goal of this research is to look into how Nigerian banks are using social media advertising. The significance of this theory to our study arises from the fact that social media are still in their early stages of development, and as a result, various users will embrace them in different ways. While some users have progressed through the stages of awareness, curiosity, and trial, adopting social media for advertising and some patronizing products advertised on them, others have yet to accept this new medium, despite their knowledge.

Financial organizations are increasingly embracing information technology, which makes providing services much easier. Indeed, using social media advertising allows them to communicate directly with their clients.

Methodology

Both quantitative and qualitative research design were used in this study. The quantitative analysis focused on the descriptive and inferential analysis of the bank's social media platforms as well as replies from respondents (bank employees and customers). Clients response was utilized in order to corroborate the data gotten from the staff of the bank. The qualitative research allows the researcher to describe the types of products First Bank advertises on social media. The researcher examine the content on First Bank's Twitter, Facebook, and Instagram profiles in Nigeria. The advertising items on the banks' Twitter, Facebook, and Instagram profiles (Content categories: Audio Visuals, Written Texts, and Pictorial Resources) serve as the unit of analysis. For both pilot and final coding, inter-coder reliability was

greater than 0.70 as such reliable (Wimmer & Dominick, 2014). After the pilot test, no items were removed. In the end, each media item from the pilot study was kept for the final study.

In order to complete the survey, letters were addressed to bank managers to obtain an accurate number of bank customers in order to calculate the population for this study, but they were denied on the grounds that such information is confidential and cannot be released. Alternatively, a sample frame was determined by counting the number of staff for that working day and customers who came into the banking hall for transactions on the 8th, 12th, 15th, and 19th of March 2019, between the hours of 8 a.m. and 12 noon, at two branches of each selected bank in Ilorin.

Table 1: Sample Frame based on researchers visits to banks

Bank	Branch	Time of visit	No. of bank Staff/Customers	Date
FBN	Unilorin	10 am - 12 noon	294	Monday 8th& Friday 19th
FBN	Unity	8 am – 10 am	898	Monday 8th&Friday19th
Total			**1191**	

Source: Researchers field work 2019

A sample frame was built based on the aforementioned data by observing the average number of clients who visited the bank on the observed days. There were 1191 staff and clients in total in the sampling frame. Krejcie and Morgan's(2006) Small Sample Technique chart and based on a 95 percent confidence level and a 0.05 significant level, the total number of staff and customers necessary was 280. The questionnaire was divided into three sections: Section 1: this section dealt with the demographic data of the respondents, such as their age, gender, level of education, and bank category. Section 2: this section inquired about the pattern of social media advertising aspects of banks' websites and social networking sites, such as frequency of usage, purpose of use, frequency of visits, and time spent while using. Section 3: this section inquired about the motivations for banks' usage of social media for marketing purposes. A reliability test utilizing Cronbach's alpha coefficient indicated a minimum of 0.70 for the scales as such reliable for the study.

Data Analysis

The qualitative data were presented thematically and analyzed through qualitative textual analysis. For descriptive statistics, frequency and percentage, mean and standard deviation were used to present the results. In accordance with quantitative research approach, 280 respondents were purposefully and after administration of questionnaire only 268 (24 staff and 244 customers) questionnaires were recovered making 90% response rate.

Results

Demographic Variables of the Respondents

On the average, the respondents of this study were 30 years old (M= 30.06, SD=11.12). Those within the age of 18-25 years old form the bulk of the respondents. They account for half (50.4%) of the total respondents. This was followed by those between the ages of 26 - 35 years which represents 23.0% of the respondents and the working class group, ages 36-49 years represent 20.3%, while those above 50 years old are the least age group, they represents 6.3% of the respondents and the elderly.Females represented 54.5 percent of respondents while the other 45.5 percent were males. Staff constitute 9.0% and customers represent 91% of the respondents.

Results of Content Analysis

In order to address research question 1 – What are the patterns of advertisements provided on First Bank Social Networking Sites? – content analysis was used. The pages of the First Bank on Twitter, Facebook, and Instagram were investigated in which 68 posts were analysed. Sixteen (16) items were used as the analysis unit, representing media content on the bank's social media sites. Advertisements and media, press release, video, audio, and photo gallery, blog pages, live chat, media contact, download centers, annual reports, About us part, FAQ, Facebook pages, Instagram pages, Sitemap, and Feed bank sections are all examples of these elements. The items were assessed to see if they were present in the five categories of social media advertising communication.

Audiovisual advertisements (advertisements, news, audio, video, and blogs); Written text Resources (live chat, news, download center, about us, contact us, FAQ, annual report, feedback, complaint, media centers); and Pictorial Resources were re-coded into theme groups (Photos, Face Book posts,Instagram posts and sitemaps). Table 2 depicts the frequency with which advertising content is used on First Bank social networking sites.

able 2: Social Media Advertising Resources

Dialogic Resources	Frequency	Percentage
Audiovisuals Adverts	20	32.2
Written Text Resources	12	19.4
Pictorial Resources	30	48.4
Total	**62**	**100.0**

Source:Researchers field work 2019

Advertisingresources are extremely vital for the growth and survival of business organizations in today's competitive world. In the banking sectors, advertisement resources affords bank the opportunity to deliver state of the art customer services to its customers while maintaining the market competitiveness required for gaining business. Hence, advertising pictorial resources occur the most with 48.4% which

works in line with the principle of usefulness of pictorial element during advertising. Posted on it Facebook Page (Feb. 27), First Bank attest to the importance of social media:

In the last few years, FirstBank has rolled out some banking and lifestyle digital offerings such as USSD banking service, online and mobile applications to boost convenience and ease of banking for its customers as they are enabled to engage in banking transactions from the comfort of their homes with the FirstMobile app and stay updated on the latest global trend from their mobile phones using the FirstBank LOOP – a lifestyle app. The LOOP app provides premium content from across the world delivered right to mobile phones. Contents include Technology & Gadgets, The Economy, Luxury Goods, Health, Entertainment, Business, Life & Travel, Sports, Shopping and more. LOOP ensures that customers are the first to know about the topics and events that matter most to them. FirstBank customers can now enjoy enhanced digital experience just with their mobile phones. With FirstMobile app, customers can conveniently pay bills, buy airtime and do money transfers of up to N500,000 (Five hundred thousand naira to any banks without the need for a token and up to a daily limit of 1million naira using their mobile phones anywhere, anytime .

The following is a Facebook post discussing how digitization may make clients' banking activities much more convenient:

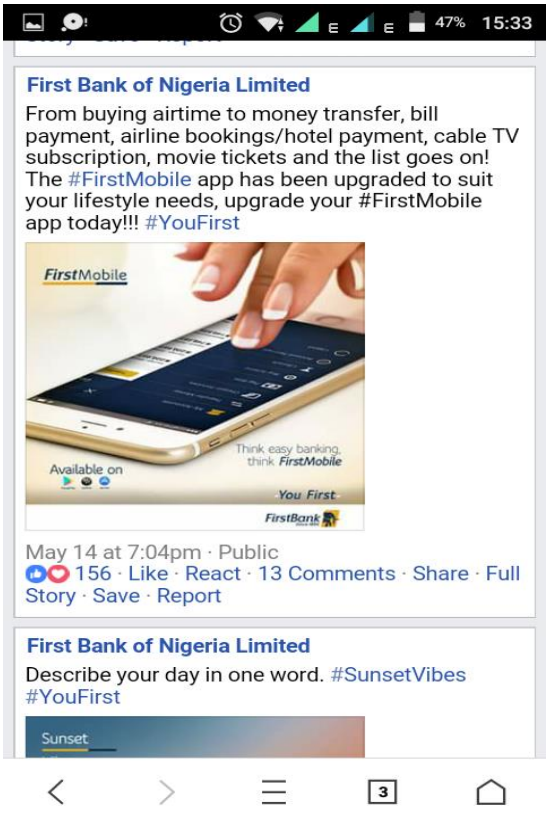


Fig 1: Facebook Advertisement

It is impossible to overstate the importance of social media in marketing and advertising. Financial institutions can make use of social media as part of their customer service efforts. According to research, (Veenswyk, 2013) the most cost-effective medium for providing customer support is social networking. However, the findings suggest that some banks have not fully integrated social media visual advertising resources into their social media sites, resulting in a low incidence of 29.3%(Veenswyk, 2013). First Bank has not given up on the possibility that social media offers financial organizations to become more efficient and customer-friendly.

Nature of the Advert Message

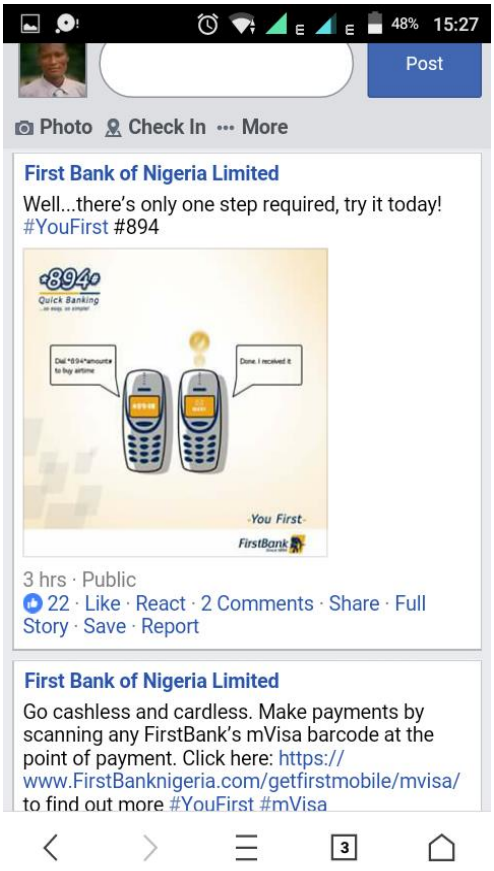
Along with the observation of general advertising contents of First Bank social media pages (Facebook, Twitter and Instagram), advertising resources was selected and analyzed for the purpose of investigating the nature of the advert messages. Each media item was coded for "yes" or "no" of the attributes of each of the adverts message pattern. Table 3 presents frequency and percentage of each attributes.

Table 3: Advert Message Contents

	Yes		No		Total	
Dialogic Loop	**F**	**%**	**F**	**%**	**F**	**%**
Content is a post that doesn't warrant response	18	29.0	52	71.0	62	100.0
Content of the item poses a question to stimulate dialogue	15	24.2	47	75.8	62	100.0
Content is interactive	9	14.5	53	85.5	62	100.0
Request for further comments	15	24.2	47	75.8	62	100.0
Direct response to question or comment	10	16.1	44	83.9	54	100.0

Source: Researchers field work 2019

The attributes of the adverts includes providing customers the opportunity to respond, and then by the organization responding to comments, complaints, and questions. The results in Table 3 show that, First Bank adverts resources stimulate dialogue most frequently (29.0%) and contents are interactive (24.2%). To complete dialogic loop the bank request for further comments (29.0%) more than giving direct response to question and comments (14.5%). The results show that banks are yet to grasp the full impact of interactive adverts in improving bank and customers relations


48% 15:27
Post
Photo
Check In
More
First Bank of Nigeria Limited
Well...there's only one step required, try it today!
#YouFirst #894
*894#
Quick Banking
You First
FirstBank
3 hrs · Public
22 · Like · React · 2 Comments · Share · Full Story · Save · Report
First Bank of Nigeria Limited
Go cashless and cardless. Make payments by scanning any FirstBank's mVisa barcode at the point of payment. Click here: https://www.FirstBanknigeria.com/getfirstmobile/mvisa/ to find out more #YouFirst #mVisa
3

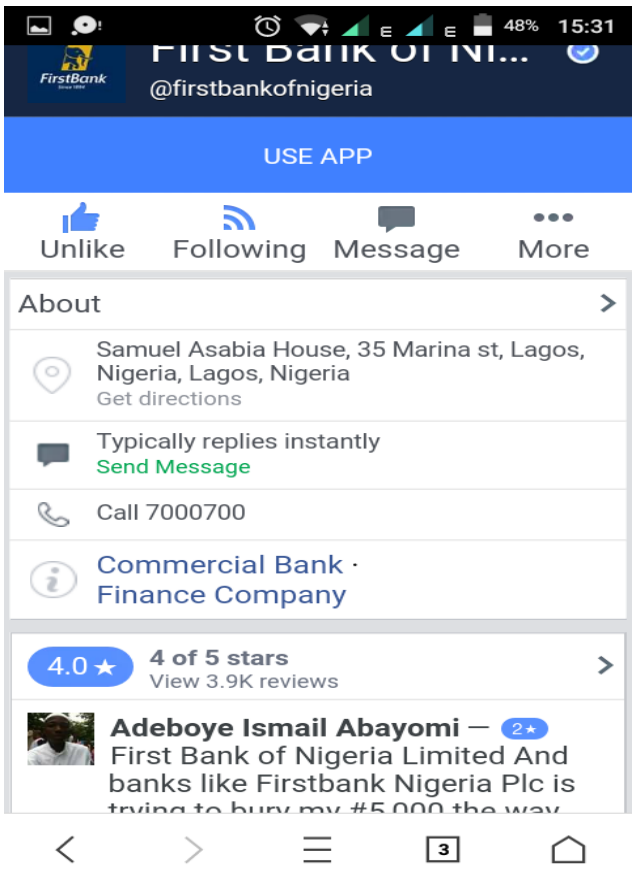


Fig 2: Advert posts and customers' comments

Through post on Facebook and tweet on Twitter, First Bank is able to interact with its clients and customers across the world directly. Thus, any new innovation introduced by the bank is brought to the knowledge of the clients. Also, clients are being enlightened through the social media. Social media enables immediate conversation in real-time. Social media,one of the reasons why is timeliness, timeliness in essence, as you are doing the programme or activity, immediately you are reaching the target public and immediately your activity is been seen all over the world, so is faster and you don't have to, unlike the mainstream media.

Table 4: Usefulness of Information

	Yes		No		Total	
Usefulness of information	**F**	**%**	**F**	**%**	**F**	**%**
Useful to customers and visitors	56	90.3	6	9.7	62	100.0
Information on Banks product and services	35	56.5	27	43.5	62	100.0
Bank logo	53	85.5	9	14.5	62	100.0
Description & overview of bank	22	35.5	40	35.5	62	100.0

Provides persuasive information	55	88.7	7	11.3	62	100.0
Item is convincing	57	91.3	5	8.7	62	100.0
Marketing a product or service	60	96.7	2	3.3	62	100.0

Source: Researchers field work 2019

Table 4 show that social media provide useful information about First Bank. The bank post information about it products and services and engage in marketing. These commercial messages are directly reaching the audience and their feedback are being noted through continues virtual conversation.

First Bank uses social media to allow dynamic, symmetrical, multi-dimensional discussion and relationship management with its customers. According to the findings of this study, social media has the potential for speed, interactivity, ubiquity, multimedia advantage, and accessibility. As a result, social media is extremely valuable in enhancing the practice of advertising in Nigerian financial institutions in particular, as well as the rest of the globe.

The utility of advertising idea is to supply consumers with information that will help them answer their queries and make them more informed, such as information about products, services, and other items the bank offers (Rybalko & Seltzer 2010).

The study of attributes of useful advertising information as presented in Table 4 shows that consumers and visitors find 90.3% of the material on banks' websites to be beneficial. Another feature of information usefulness is the presence of a bank logo, which accounts for 85.5 percent of the total. Only 56.5 percent of the media content examined provides sufficient information on the bank's products and services, while 35.5 percent provides a description and overview of the bank. In terms of persuasive information, 88.7% of advertising messages aim to persuade clients. Furthermore, 96.7 percent of the advertisement's purpose is to promote the bank's products or services.

In terms of immediacy in the communication process, social media works quickly. With the previous article, it is clear that when an organization posts information on social media, there is a greater likelihood of receiving immediate reaction, which is a benefit. Because of the speed advantage of social media and the capacity to work in real-time, First Bank is able to provide 24-hour service.

Furthermore, both the bank and the general public have easy access to social media. Social networking is inexpensive, simple to use, and accessible to anyone with a smart phone, including huge internet service providers like ICT. Now the defining element of new media, which describes the capacity of users to contribute material in response to a source or communication partner, is interactivity, which characterizes the ability of users to provide content in reaction to a source or communication partner (Quan-Haase& Young, 2010)

Table 5: Generation of Return visits

	Yes		**No**		**Total**	
Generation of Return visits	**F**	**%**	**F**	**%**	**F**	**%**
Users can like, share or comment on post	19	30.6	43	69.4	62	100.0
Update information within 30 days	25	40.3	37	59.7	62	100.0
Explicit invitation to return	17	27.4	45	72.6	62	100.0

Contest and games	6	9.7	56	90.3	62	100.0

Source: Researchers field work 2019

Generation of return visit is another attributes of social media advertisements. Attribute of this principle includes asking customers to "share, like or comment" on posts, update of information within 30 days, explicit invitation to customers to return, contest and challenges etc. Table 5 shows a very low percentage for contest and games (9.7%), explicit invitation to return (27.4%), prompt for users to like, share or comment on post is 30.6% while regular update of information within 30days of post is 40.3%. the result reveals poor use of this dialogic feature.

Motives of Using Social Media for Advertising

Research Question two: What are the motives for using social media advertising by First Bank Nigeria? Objective two looks at the banks motives of using social media for advertising.

Table 6: Perceived Motives of First Bank use of Social Networking Sites for Advertising

Perceived Motives	**Level of Agreement (%)**							**Over**
	1	**2**	**3**	**4**	**5**	**M**	**SD**	**all %**
Usefulness of Information								
Link to official website	5.6	10.8	23.1	36.2	24.3	3.63	1.92	72.6
Link to other social media pages	7.5	11.6	22.0	44.8	14.2	3.47	1.10	69.4
Visible pictures and videos on website	5.6	10.5	22.9	39.1	21.8	3.61	1.11	72.2
Information on products and services	4.9	6.0	12.3	54.5	22.4	3.84	1.00	76.8
Overview of the bank on social media site	6.3	6.7	27.3	39.0	20.6	3.61	1.08	72.2
It is cost effective for the bank and customers	4.9	6.0	12.3	54.5	22.4	3.84	1.00	76.8
Total						**3.63**	**1.24**	**72.6**
Ease of Interface								
Search Engine boxes on the front page	5.7	9.4	34.0	35.8	15.1	3.45	1.04	69.0
There are links to homepage from each page	4.1	6.4	25.1	50.2	14.2	3.64	0.95	72.8
Options to select language	14.9	13.8	29.1	34.3	7.8	3.06	1.18	61.2
Pages takes less time to load	8.6	14.2	34.1	31.8	11.2	3.23	1.10	64.6
Visible Navigation on each page	9.3	11.2	27.2	34.0	18.3	3.41	1.18	68.2
Speed of information accessibility	4.1	6.4	25.1	50.2	14.2	3.64	0.95	72.8
Total						**3.36**	**1.09**	**67.2**
Conservation of Visitors								
Information update within 30days	14.2	11.2	32.2	20.6	21.7	3.24	1.31	64.8
Easy to subscribe to information on the website	5.1	10.2	61.0	17.8	5.9	3.54	1.06	70.8
Information sharing on social media	5.2	7.1	25.0	45.9	16.8	3.62	1.02	72.4
Regular information through feedback	8.6	10.4	22.4	37.7	20.9	3.52	1.19	70.4
Downloadable information	4.5	10.8	25.0	41.0	18.7	3.59	1.05	71.8
Bank respond directly to comments	5.2	7.1	25.0	45.9	16.8	3.62	1.02	72.4
The sites are interactive	8.6	10.4	22.4	37.7	20.9	3.52	1.19	70.4
Facebook site provides opportunity for liking comment	4.5	10.8	25.0	41.0	18.7	3.59	1.05	71.8
Total						**3.50**	**1.13**	**70.0**

Source: Researchers field work 2019
*Scale: 1=Strongly Disagree, 2=Disagree, 3=Slightly Agree, 4=Agree, 5=Strongly Agree (1-20%) (21-40%) (41-60%) (61-80%) (81-100%)

Usefulness of information

Overall respondent perceived bank social media sites as being useful (M = 3.63, SD = 1.24). The usefulness of information is the extent information appeals to stakeholders and wider customers. In the hopes to fulfill their information needs and information seeking habits, the following features were observed on the study banks' social media pages; direct links to the organizations official website and other social media pages, visible pictures, photos, videos, information on banks product and service and overview of the bank.

Ease of interface

The ease of interface principle relates to the effortlessness for users to navigate and locate information on bank official webpage. In the study, six features were used to locate the ease for a person to find information on the organization social networking sites. The six features are browser capability, navigation buttons, links to homepage search engine box and an option to change language/location on a website.Overall results show that respondents perceived First Bank social network sites as user-friendly (M=3.36, SD=1.09).

Conservation of visitors

Generally, respondent perceived First bank social network sites as being able to keep them on the site (M = 3.50, SD = 1.13). Conservation of visitors is the extent banks use certain features to keep customers and wider publics on their page. Information updates, newsletters, downloadable, interactive, information etc. are ways the organization can keep people on their page.

Discussion of Findings

Banks' advertising communication techniques and processes have evolved throughout time, moving away from traditional approaches and toward Internet-based new media. Knowing how and when to use web-based public relations tools is critical, especially with limited resources and a growing need to establish connections and build a positive image with important stakeholders. The findings of this study revealed how heavily banks are employing social media technologies for marketing.

According to the analysis of research question one, First Bank used various internet advertising resources (including social media); while some of these resources were used for maximum benefits and are well utilized, the bank's preference for certain features over others may be the result of integrating the feature into organizational objectives, adapting to trends in the wider environment, or a combination of these factors. As a result, First Bank is making extensive use of

social media to communicate its business objectives to consumers and potential customers. This demonstrates that First Bank has made substantial use of social media in their advertising. This matched the findings of Veenswyk (2013), who claims that in the twenty-first century, banks are heavily reliant on social media advertising.

To support this, a study by Efma and Vidyo (2016) found that 70% of customers prefer video banking on mobiles and desktops over going to a branch, or even simple account and balancing information. As a result, the utilization of news and audiovisuals allows both staff and consumers to take control of their own affairs, resulting in more efficient and convenient banking.

The results of the features of First Bank patterns of using social media show that the bank embraces two-way dialogic digital advertising features such as providing up-to-date information, concentrating more on other features such as usefulness of information, ease of interface, visitor conservation, and keeping a positive image, which is consistent with previous research (Lee, 2014, Veenswyk, 2013). As a result, in order for social media advertisements to be categorized as interactive, they must include features that allow visitors to respond to some of the messages placed on the site, as well as the ability for the organization to respond to visitor feedback and comments. When visitors are unable to provide feedback, it is considered that there is simply one-way communication between the sender and the message receiver, with no discussion.

Financial sector experts (Paxson 2014; Bartlett 2010) believe that introducing tools like financial calculators into a bank's Internet usage will help enhance penetration rates and lay the groundwork for long-term online engagement. Through dialogue-oriented financial communication on the Internet and social media, the bank and its customers will be able to develop investor connections.

Furthermore, the current study validate the findings of Corruthers (2010), who found that financial institutions are leveraging the potentials of social media to spread their corporate messages, which has the ability to increase brand awareness and facilitate customer conversations, are in agreement with the findings of this study. Furthermore, social media provides a relatively low-cost platform for businesses to launch marketing efforts.

The second goal examines the reasons for First Bank's use of social networking sites for advertising. This section looks into the usage patterns of employees and customers, with an emphasis on awareness of the bank's website, Facebook page, and Instagram page, as well as usage hours and reasons. The findings demonstrate that while more than 90% of respondents are aware of the website, they rarely utilize it for transactions or as a source of information (Table 2, 3). Moreover, despite the fact that many bank customers are aware of the bank's Facebook and Instagram sites, only a small percentage of them actively follow or like the pages, and even fewer have utilized them for any transactions. This tendency can also be seen in the frequency of visits to bank and social networking websites, which has a relatively low mean, indicating that users only visit these sites on occasion. In a survey conducted by Marous (2014) on Generation Y's use of social media, it was

discovered that Gen Y clients want to do more of their banking through these channels and are disappointed that most banks only enable them to do basic research. As a result, there is a growing gap between client expectations and the implementation of social banking services, which has harmed customer satisfaction ratings and usage of bank websites and social networking sites.

The findings suggest that First Bank makes extensive use of social networking platforms for advertising. The results reveal that the bank employs social media advertisements and tries to spark debate and get replies, resulting in two-way connection between the bank and its clients. This suggests that corporate websites may not want to engage in two-way dialogue on their websites, but rather utilize them to strengthen their identity in the larger world. This finding is consistent with Chanda and Zaorski's (2013) earlier findings regarding the prevalence of social media use by financial institutions.

The study found that most banks felt social media to be effective for communicating with the public. Another method banks express their identity and maintain people's perceptions of them is by giving social media channels for driving return visits to their websites. This advertising principle demonstrates how far a firm can entice users to return to its website. Banks utilize a variety of methods to keep customers coming to their websites, including updated content, newsfeed links, and the ability for users to login or register with the bank. Customers, on the other hand, are skeptical that banks would invite them back to the website on purpose or expressly. Emails, videos, audio, and downloadable information are all available as a strategy for the organization to keep users on their website. However, audio content is not popular on websites, with just a small percentage of banks including it, and only a few banks using videos to engage with customers. The low percentages of visitors that stay on a website show that there isn't much work put into keeping them there, or that the bank doesn't think it's necessary. First Bank's websites are interactive and dynamic. However, the usefulness of information and simplicity of interface are the most commonly used dialogic principles of communication, as seen by consumer replies to First Bank's websites, which effectively apply the dialogic function. Thus, the study supports Lee (2014) findings by stating that social media is appealing to advertisers because of the relatively low cost of reaching consumers, the potential for greater efficiency, and the ability to engage in more timely and direct-contact communication than most traditional media tools offer.

Conclusion

Despite the fact that financial institutions throughout the world have been using new media technologies for advertising for years, there are still gaps in the way Nigerian banks have used social media advertising. According to the findings of the survey, banks are employing social media advertising to promote their products and services. Because of its quickness and extensive reach, social media advertising is

also a cost-effective way for banks to connect with their clients online. As a result, First Bank now has an appealing and well-designed website as well as social media pages that have an easy-to-use interface and a high level of success. As a result, social media allows First Bank to market its products and services to a group of people. Organizations can use social media to establish a virtual presence in cyberspace as a tool to communicate their mission, products, and services to the rest of the world (Lee 2014). When it comes to information transmission and exchange, such communications platforms differ from traditional mass media in that they have the capacity for speed, efficiency, integration, and interactivity. These primary activities include one-to-one communication via e-mail, one-to-many communication via websites and email, and many-to-many communication via websites, newsgroups, mailing lists, and, more recently, blogs and social networking sites like Twitter and Facebook. This is also a benefit of First Bank's social media utilization.

Recommendations

This report makes ideas for how bank executives might use technology to improve their client-customer relationships. One area of priority is using social media to communicate or disclose information to stakeholders, and banks are right in the midst of it since competition in that business is severe. Therefore, the following recommendation are provided:

1. Though the motives of adopting social media is derived from it immense usefulness, establishing a well-rounded internet platform that scores highly on the five principles stated in this study may be expensive in the short term, the long-term benefits (i.e. the ability to spread information more cheaply and in a timely manner) make it a worthwhile venture for banks to leverage upon as seen with First Bank which is a first generation Bank.
2. The necessity for two-way communication should be considered by bank's image builders. It turned out that the bank under investigation is making extensive use of social media sites as interactive advertising platforms. They just use their websites to keep their customers informed by timely response to their feedback.
3. Banks using social media as effective advertising tools expose them to different categories of audience and comments that may impact negatively on it image. Thus, the need for banks to established interactive and control mechanism. .

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ALTERNATIVE PERSPECTIVE TO FAKE NEWS: APPRAISAL OF SELECTED ONLINE NEWS REPORTS

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Abstract

Fake news report on the mainstream or social media are seen as deliberate information disseminated to the public for selfish interest to gain public sympathy. This paper sought to find out if all reports that are referred to as fake news are truly fake. Several events unfold and the information derived from such happenings reveals how fake or true an information is. As a result, some selected online media reports are analysed in order to ascertain how some fake news stories are not fake over time. Information derived from the online reports analysed from different sources indicates that some reports are debunked as fake news, yet, have facts which later reveals the truthfulness of what is reported earlier. This also validates the fact that information when disseminated may have substantial facts even though it is denied via the same media by the personalities or public establishments involved in such reports subsequently, no matter how elated they are in the society. Therefore, the paper concludes on the basis that not all news stories are fake, having carefully examined some reports that exposed the truth against acclaimed falsehood, as a result of the established facts embedded in the reports which become difficult to deny. It is therefore recommended that there is need to follow up report(s) judiciously over a long period before the term fake news is accepted from the affected person(s) or group(s) that may want to tarnish the image of the media following a report they deem negative to them.

Keywords: Fake News, News Report, Online News, Media, Investigation

Introduction

Fake news reports are referred to false stories on social media owing to the free nature of the online communication platform. Social media which is a platform for individuals to maintain social connection among themselves have over the years become a tool for disseminating information (Danladi & Malam, 2019). Recent studies on social media, (Ireton &Posetti, 2019) show a strong reliance on Twitter and Facebook among other channels for information consumption. This is because, millions of Nigerians and others all over the world now have access to Internet

compatible devices which enable users "like" or "follow" other uses who in turn, share or upload information for public consumption.

According to Jana and Sophie (2019, p.1), "the so-called fake news crisis has been one of the most discussed topics in both public and scientific discourse since the 2016 U.S presidential election campaign." Having been seen as a political satire originally from inception it now seems to stand for anything that is untrue or inaccurate (Jane &Sophie 2019 citing Tambini 2017). The United States President Donald J. Trump on his Twitter handle @realDonaldTrump once wrote in December 2018, "Fake News (is) the enemy of the people. This was in connection to the alleged involvement of Russia in helping Trump to have emerged winner at the polls which went round the media in the U.S and the world."Although Donald Trump's administration had kicked against it to be false reportage which was aimedat degrading the United States President and its electoral process.

The United Nations Educational, Scientific and Cultural Organisation (UNESCO), after a careful review on fake news opined that disinformation is an old story fueled by new technology (UNESCO, 2018). Therefore, Ireton and Posetti (2018) agree with UNESCO, when they averred that, "the 21st Century has seen the weaponisation of information on an unprecedented scale" (p.15). Furthermore, powerful technologies make manipulations of contents possible including the social media platforms that have increased falsehood.

In the build up to the 2016 Brexit Referendum in the United Kingdom, there were allegations that fake news played a key role in winning the referendum arguments to leave the European Union, as one of the slogans that was plastered on buses read: "£350m a week for NHS", which implied that in a post Brexit Britain free from EU 'control', there would be an additional 350 million pounds a week to support the resource-starved National Health Service." (Carmen & Abbas, 2021, para. 26)

Furthermore, in India, fake news and hate speeches have caused more harm than good to the country. One of the most devastating events is where a mob attack was carried out on 5 young adults in Karnataka (Elyse, 2020). Among the five young men, three were killed and two sustained injuries. The attack was prior to fake reports making the round on social media that child kidnappers were on rampage. Thus, when some strange young men were seen offering chocolate candies to school children in the village, they were suspected to be child kidnappers and were attacked. Elyse's report shows that by the first half of 2018, more than two dozen of people died in respect to fake stories and hate speeches shared online in India. Therefore, Narendra Modi's government went in search for solutions and tasked WhatsApp to curb the spread of rumours that have claimed so many lives and arrest those responsible for spreading such information (The Wire, 2019).

In Nigeria, the President Muhammadu Buhari administration has also made efforts to campaign against fake news. The campaign, led by the Minister of Information LaiMohammed which began in 2018 after several reports on fake news had hit the social media from both mischief makers and some legitimate news outlets (Ogbette, Idam, Kareem, &Ogbettle, 2019). The Minister has over time

made visitations to several mainstream media and online news publishers to enjoin them to not participate in dissemination of information that will make the public disregard the media and lose confidence.

However, some information shared or uploaded online on the social media platform from individuals or mainstream media which is termed fake news may not necessarily be fake news after subsequent investigations are carried out. This shows that, some reports are scoops from journalists and concerned members of the public derived from reliable sources. Thus, when such information is shared on the public domain or reported on mainstream media, it is refuted and tagged fake news by those whom the information affect most. More so, an organisational body may decide to test–run an information by sharing it to the public to see how the public would react to it and should the public react negatively, the decision intended is withdrawn carefully. Thus, the paper is set to unravel how some news stories shared or uploaded are true and not fake news as debunked by the affected parties. Therefore, the questions to find answers to are: is there a motive behind debunking some stories as fake news because individuals find such stories to have affected them negatively? Is it because, an uprising was envisaged? Or, is it tagged fake news to protect national interest? An appraisal of some selected news reports subsequently will provide possible answers to these questions raised herein.

Conceptual Clarification

Fake news according to Ogbette, Idam, Kareem andOgbettle, (2019,p.6) is "a neologism often used to refer to fabricated news". These type of news stories the authors add, can be found on mainstream media, social media or fake news websites. Fake news is also defined by Pate, Gambo and Adamkolo (2019, p. 21 citing *Dubawa*) as "fraudulent, inaccurate or false verbal or visual messages disseminated for public attention through the conventional or social media hugely to mislead, misinform or misdirect." The information is made to look so attractive that it becomes difficult to disapprove and reject. The authors stress that there is no single standard definition of fake news concept being an emerging area of research. It can however be defined as "false, often sensational information disseminated under the guise of news reporting" (Collins Dictionary 2017, online cited in Pate & Adamkolo, 2020, p. 98).

Santas and Asemah (2021, p.175) also agree with the forgone submission that, "the term fake news consist of two words 'fake' which implies something not genuine, but meant to be accepted as true, and 'news' which means information about current events." The authors further stress, it can be said that, "fake news is information or news that is not genuine, but presented and expected to be conceived as being true" (p. 175).

Although, the term "fake" and "news" seem to be new having been put together by U.S President Donald J. Trump (Cillizer, 2017, October, 26), which aims at misleading readers and listeners alike, by no means it is any new (Standage, 2017, cited in Pate &Adamkolo 2020).

Fake news had been in existence before now. An incident in the 18th century which changed news reporting till date had occurred, it was the birth of fake news, although, not named as it is called today. It was referred to as yellow journalism (Pate &Adamkolo, 2020 citing Okoro, Abara, Umagba, Ajonye& Isa, 2018). The incidence was the publication of fake pictures of Cuban officials strip-searching American women as captured more succinctly by Uwakwe (2018, p. 111 citing *Politico* Magazine 2016 December):

During the gilded age, yellow journalism flourished using fake interviews, false experts and bogus stories to spark sympathy and rage as desired. Joseph Pulitzers New York World published exaggerated crime dramas to sell papers. In the 1890s, Plutocrats like William Randolph Hearst and his Morning Journal used exaggeration to help spark the Spanish-American War. When Hearst correspondent in Havana wired that there would be no war, Hearst-the inspiration for Orson Welles Citizen Kane- famously responded: "You furnish the pictures, I will furnish the war". Hearst published fake drawings of Cuban officials strip-searching American women and he got his war.

The above submission is probably the reason Jana and Sophie (2019) posit that fake news is described as either wholly false or containing deliberately misleading elements incorporated within its content or context. The fabricated stories can emanate from an individual who creates an account on the social media to spread false information.

In line with the latter, Huntand Matthew (2016, p. 217) assert that, "fake news stories originate on several types of websites, for example, some sites are established entirely to print intentionally fabricated and misleading articles". The authors further explain that, the names of such sites are coined to resemble those of legitimate news organisations for example, denverguardian.com and wtoe5news.com among others.

There are some classifications of fake news which authors have put forward. Titilayo (2019, p. 133) citing Rubin, Chen and Conroy (2015) avers that, the classifications "include serious fabrications/fraudulent reporting evident in both old and new media which use yellow journalism and sensationalism to increase traffic for profit. It thrives on falsification, fabrication and exaggeration." Also, Ajakaiye, Ojeka, Osueke, Owoeye, Ojeka-John and Olaniru, (2019, p. 1672) attest to the latter that, fake news "is often done electronically to gain fame or make money out of online traffic in contemporary technological – driven world".

Another category is hoaxes, which Titilayo (2019, p.133) says "is large-scale deception being deliberately masqueraded as news on social media or mainstream media and often may be picked up and mistakenly validated by supposedly credible news outlets causing harm to the victim." An example of this is the fabricated report of the Nigerian gay community being thanked on Twitter by AtikuAbubakar for their support over his presidential bid, which was published by some mainstream media (Ojebode, 2018). AtikuAbubakar however, dissociated himself from the Twitter account.

The classifications of fake news to Wardle (2017) simply means news stories that contain false connection, false context and manipulated content. Although, Bakir and Mcstay (2017, p. 157) also postulate that "fake news is described aseither wholly false or containing deliberately misleading elements incorporated within its content or context". This according to Jana & Sophie (2019) means that the inclusion of facts does not in anyway disqualify a message as fake news and that the content can be completely fabricated, but also be partly untrue and paired with correct information. This is probably why Tandoc, Lim and Ling (2018) stated that, fake news must be low in facticity to be referred to as or labelled fake, implying that, both fully as well as partly untrue messages can be fake news.

In another submission, Pate and Adamkolo (2020, p.99) posit that, "there are two broad categories of fake news, high-profile and low-profile fake news." The authors explain that "high profile fake news refers to misleading information and other contents that emanate from prominent sources (for example, government and organisations) while low-profile fake news is simply the opposite of high profile fake news, that is, misinformation that emerge from subtle, inconspicuous, or ordinary sources" (p.99).

There is also humorous fake news which includes playful pieces of information meant for humour as the name implies (Titilayo, 2019). She further clarifies that humorous fake news are satire/news parody which rely on irony specifically to emulate genuine and objective news sources. This is in most cases presented as news games show where unusual news pieces are read aloud for listeners to call in and guess which is real or fake. By so doing, the audience do not take such humour seriously (Pate &Adamkolo,2020).

Some examples of fake news reports emanating from high and low profile individuals are captured as follows:

Please don't vote for Prison, because a vote for Buhari is vote to send people to prison- Dame Patience Jonathan (Ajakaiye et al 2019, p. 1674 citing Adisa et al 2017). Buhari is dead and JubrilSudani is now Nigeria's President. Accompanying this statement, the picture of Buhari was placed side by side with that of Jubril online (Ojebode, 2018). Fake videos and pictures circulated on the social media, alleged to be from the upheavals in Benue, Kaduna and Zamfara (Okakwu, 2018, July 11 in Uwakwe, 2018, p.112).Fire guts EFCC office, all vital documents, computers, micro-chips, everything destroyed… fake news! Only a few discarded files were burnt at the office (Ojebode, 2018, P.4).

The above examples therefore links to the influence of social media on dissemination of fake news.

Influence of Social Media on Fake News Dissemination

The major driving force of fake news in the 21st century is the advent of social media which is an offshoot of the new media of communication. Danladiand Malam, (2019) agrees with the foregoing in their opinion which says, social media which is supposed to be a platform for individuals and groups to maintain social connections among themselves have over the years become a tool for sharing

information. As a result, in most cases, those who share such information do not bother to know who the source is, neither the damage it may cause, their concern is to forward as received. In the same vein, Santas and Asemah (2021, p. 173) add that, "the rise in the propagation and dissemination of fake news has been attributed to the astronomical explosion and growth in digital technologies, especially the social media."According to Ireton and Posetti (2018, p.15) in relation to the foregoing stated that:

The 21st century has seen the weaponisation of information on an unprecedented scale. Powerful new technology makes the manipulation and fabrication of content simple, and social networks dramatically amplify falsehoods peddled by states, populists (sic) politicians and dishonest corporate entities, as they are shared by uncritical publics.

The authors add that, one of the major differences between the "old fake news" and the "new fake news" is that the contemporary fake news is pervasive, it is everywhere, because the "new fake news" is technologically – driven.

Furthermore, an example can be likened to the spread of misinformation on social media platforms (especially on WhatsApp Twitter and Facebook) in Nigeria during the fight against the dreaded global pandemic (COVID-19). Information disguised on Twitter and meant to have emanated from the National Center for Disease Control (NCDC) was that the NCDC said it had spent one billion naira (N1bn) to send messages to the public about COVID-19 pandemic. This message was posted at different periods to misinform the public. The NCDC had on several occasions dissociated itself from such misinformation saying it only negotiated with network service providers to inform the public adequatelythrough short messages on the need to avoid contracting the virus. As a result, the NCDC also gave facts on the mainstream media and on their social media platforms from time to time to keep the public abreast with details as it unfolded (@NCDCgov). The NCDC also used its Twitter handle(@NCDCgov) to inform the public to beware of fake news peddlers saying 5G networkwas an innovation to spread COVID-19, because it was not.

Again, owing to the wake of COVID-19 pandemic, it is worthy to note that many headline stories sprung from different quotas on social media as Special Adviser to the President on Media and Publicity Femi Adesina puts it:

…All sorts of Breaking News followed: 'Intensive care machines brought into Aso Rock.' 'President Buhari coughing ceaselessly.' 'PMB under intensive care.' 'Adesina among those who accompanied Abba Kyari to Kogi.' (I never did). 'Garba Shehu under self-isolation.' 'Buhari may be smuggled out of the country, as condition worsens.' And by yesterday, a recorded message started circulating on WhatsApp, saying President Buhari had been sneaked out of the country. To where? By who? (Adesina, 2020).

Furthermore, Ismail and Kabir (2019, p. 151) pinpoint on the influence of social media in spreading fake news that, "today, social media platforms allow sensational news to "go viral", headlines such as "24 million fraudulent voters voted for Hillary

Clinton". Saudi Arabia Funded French President Emmanuel Macrons election campaign", CIA planned to stop the Trump inauguration", "Buhari is Dead", 2019**:** Amaechi under fire over 'leaked video" among others were later found to be fake."

The above is probably why the Minister of Information and Culture called on the Nigeria Union of Journalists (NUJ) to lead the campaign to rid social media of fake news during a courtesy visit by the President of the NUJ and his executive members to the Minister. The Minister also said, the plan by the Federal Government to regulate the social media is not aimed at gagging journalists or stifling free speech. Lai Mohammed added that, only the purveyors of fake news need to be worried, "the federal government will not act unilaterally in deciding the strategy to adopt in regulating the social media, but we will work with stakeholders, including the Nigeria Union of Journalists (NUJ), Nigeria Guild of Editors (NGE) Newspaper Proprietors Association of Nigeria (NPAN), the Civil Society, Online Publishers and Bloggers" (Tunji, 2019, para.5).

In line with the foregoing, Siapera (2018) cited in Pate, Gambo and Adamkolo (2019, p 22) highlight three significant factors which shows how fake news goes viral on social media platform, "first, the ease by which people can create content. Second, the distribution patterns across new social media (Facebook, Twitter and WhatsApp but a few) and third, the political economy (profit) of the online domain which enables and incentivises the creation of these forms of news."

Consequently, Siapera (2018) laments that, anyone with Internet access has become an effective content producer because they are liable to use computers software to create images through photoshop to deceive the public in accepting the lies they spread while also inciting people with hate speech. This is because, the captions accompanying the photoshop images simply generate traffic which increases the peddlers income after every click on the story. Therefore, they do not mind the devastating aftermath involved due to the distance fake news and hate speech cover on the internet in seconds.

There are several incidences in Nigeria that have shown that social media influences the spread of fake news and hate speech. Some of the recorded incidences are captured herein. The use of social media by citizens to aggravate crises and reprisal attacks is worth mentioning. Police Public Relations Officer (PPRO) Mr. Tyopev Matthias had confirmed that the Jos massacre in June 2018 was fueled by social media posts which were mostly false (Ojebode, 2018). Also, the Minister of Information and Culture Lai Mohammed said that, if not for the prudence and vigilance of Nigerians, some ethnic bigots would have set the nation ablaze using fake newsspread online over farmers/herders crises in some states of the federation (Okakwu, 2018).

Religion on the other hand is what has been used for propagating fake news on the social media. Kelvin, Ugber, Idowu and Santas (2020) citing Lai Mohammed who stated during an interview that, it may appear that, when you follow social media in Nigeria, it is as if Muslims are at war with Christians on daily basis and the two most prominent religions are killing themselves, which is far from the reality on ground.

Meanwhile, the quest to claim stronghold by Boko-Haram terrorist group has led to the release of videos and pictures by the group which in reality does not reflect truth as well as making inciting comments which goes viral through the social media handles of Nigerians who keep sharing, forwarding as received and retweeting, thereby promoting the terrorist agenda thinking they are informing fellow Nigerians.

It therefore means that, the use of social media to propagate fake news is consequential and detrimental to the Nigerian society. More so that the devastating effect of fake news being spread online via Facebook, WhatsApp, Twitter and Blogs among other social media platforms can lead to violence which may result in wanton destruction of lives and loss of property worth billions of naira (Ojebode, 2018).

However, the paper is aimed at unearthing an alternative perspective to fake news, where reports that were earlier debunked or referred to as fake news turned out to be true, with an appraisal of some selected news reports done herein.

Appraisal of Selected Online News Reports

In an attempt to ensure validity, it is pertinent to reflecton two events in the past that would likely have been termed fake news, but for the presence of facts in the investigations, it was difficult to debunk as falsified reports. A former US President Richard Milhous Nixon (37th President of the United States) resigned as a result of a political scandal in August 1974, he had chances to claim that reports from the media such as 'Deep Throat', Woodward and Bernstein' and 'Saturday Night Massacre' to mention a few of the phrases associated with the "biggest political scandal in history"were fake (*www.thejournal.ie,* 2012), but he could not, because the investigation was thorough.

Secondly, former Nigeria's Speaker of the House of Representatives, SalisuBuhari's certificate scandal in 1999 would have been termed fake news also. But facts showed that the speaker falsified his age and presented a forged certificate from the University of Toronto in Canada (Teslim, 2017) where he did not even graduate. Teslim (2017) added that *TheNews Magazine* had more than enough proof which proved abortive efforts by SalisuBuhari and his lawyers sueing for libelous publications. The former speaker later apologised for tendering false information and resigned from his position and vacated the National Assembly.Prior to this, some reports establishng facts and termed fake news are examined herein.

One of the Governors in the South-South Geo-Political Zone, Governor of Edo State, Godwin Obaseki made it categorically clear that, his predecessor the former National Chairman of All Progressives Congress (APC) Adams Oshiomhole have no rift with him. Subsequently, it was not long after the crisis deepened that *Punch* newspaper on August 12, 2019 carried a report where immediate past National Chairman of APC and first Executive Governor of Edo State, Chief Odigie-Oyegun confirmed that no one can trace the feud between the duo of Governor Obaseki and Comrade Adams Oshiomole. The APC party chieftain decried that all prescriptions to end the problem proved abortive (Sola, 2012).

Even though, Oshiomhole on his part blamed the media for igniting a feud between him and his successor for their own gains, it is worthy to note that, the rift is a true reflection of the anomaly that transpired also in the EdoState House of Assembly where loyalists to Obaseki and Oshiomhole engaged in political fiasco and not really fake news as claimed by the two highly profiled individuals. However, it was the Oba of Benin, Eheneden Erediauwua Ewuare II, that mediated between the two prominent sons of Edo State and begged them to settle their scores for the development of Edo State (Channels TV on YouTube, 2020).

National Security is a thing to be concerned about. This is because information that is capable of fueling crisis is debunked immediately to avoid attacks and reprisals as seen discussed herein. One time Chief of Army Staff, Lt. General Theophilus Danjuma (retd.) who raised an alarm on March 24, 2018, by telling Nigerians "our armed forces are not neutral, they collude with the bandits to kill Nigerians" but the military denied the allegation (Okogba, 2019).Subsequently on August 6, 2019, the military operatives were alleged to have shot dead three Police officers and civilians which led to the escape of a kidnap kingpin, HamisuWadume(Okogba, 2019). In a swift response by the Nigeria Police, Wadume was rearrested in his Kano residence on August 19, 2019 (@PoliceNG, August 20, 2019).

Consequently, the alarm raised by T.Y Danjuma (Rtrd) and denied by the military became glaring owing to the confession made by the kidnap kingpin Wadume that he was freed by military officers; Hamisumade the foregone statement in Hausa Languagein a short video clip interview made available by The Nigerian Police on their Twitter handle (@PoliceNGAugust 20, 2019).

In another development, Adekunle (2018) asserted that, a viral report which captured DanladiCiroma (a leader of Miyetti Allah Cattle Breeders Association in Plateau) who claimed that an attack on people of Plateau was a revenge for their 300 missing cows; Ciroma called off the allegation in a counter report that he said nothing of such, including an apology to Ciroma from the media outlets that carried the report. It simply denotes an iota of truth in every rumour but for national security, it had to be debunked.

In another sphere, an organisation or institution may want to sample public opinion by uploading a report discretely using an account that is created only for the purpose of getting the reaction of the people towards a decision. The Unified Tertiary and Matriculation Examination (UTME) conducted by JAMB in 2019 according to a report by *TheNation* (May, 2019) was bedeviled by irregularities such that JAMB contemplated candidates to rewrite the examination. However, when a report on social media supposedly released by JAMBon its online handle, that, due to server crash, candidates need to rewrite the 2019 UTME, a lot of people kicked against the decision, which probably led JAMB to claim that it was fake, and that the public should disregard the information as JAMB is putting in efforts to release results, which they later did. Until the period of this research, some candidates had not seen their results. Suffice its to say that, should the reaction of

the public be in favour of JAMB to cancel the examination and conduct it again, there would probably be no cause to tag it fake news.

The story of Peace Ufuoma a 400 level Microbiology undergraduate student from the University of Benin which went viral on social media that, she was to rewrite her examinations from 200 level to 400 level having written on the shirt she wore on her last examination day as an undergraduate "Aggressive Malpractice Brought Me This Far" was denied and tagged fake news by Dr. Benedicta Ehanire, spokesperson of the University of Benin (Grace, 2021). Dr. Benedicta however said the university had only set up a panel to investigate how true Ufuoma's claim was, owing to the inscription. The University had to manage its image professionally in order not to have the public reaction against its management decisions.

Conclusion

Fake news, having been discussed as information that is falsely disseminated to sway audience, readers and viewers alike away from the truth has been vividly explained and it is on this backdrop that, there is another side to what may be termed fake news. In the context of this paper, it is feasible to conclude that, not all news reports referred to as fake news are falsified. The ability to investigate thoroughly in the long run can determines how untrue a claim may be as reported by the media or social media account owner subject to what was earlier disseminated, in which case, an organisation can disguise using the social media platform to know the reaction of the public over an issue and subsequently claim that the report is fake. Furthermore, to douse the tension of the nation, a report can deliberately be debunked as fake news owing to the discord it may bring between the government and its people in a multi-ethnic setting as Nigeria as seen in TY Danjuma's allegation on the media and the subsequent arrest of HamisuWadume a kidnap kingpin whom was assisted by the military to stop his arrest leading to the death of some police officers.

The high and mighty in a country as Nigeria, may not want to be disregarded by citizens of the nation whom they preside over and as such, information can be debunked and tagged fake news to maintain public acceptance. This is why not all information tagged fake news may be fake as refuted but true. The appraisal of selected news reports above has become pertinent to further explain the alternative perspective to fake news which means that, some information shared are based on facts even when the affected persons or groups claim that it is fake. The truth is rather unveiled subsequently owing to series of events that unfold over the said fake report.

Recommendations

Having established the above position, it is pertinent to makerecommendations as follows:

1. It is important for media organisations publishing online and offline to research more on issues through follow up in order not to disseminate truthful

information as fake news as a result of claims by those whom are the main subjects of such stories; as it will make the public have more confidence in the media and perceive reports disseminated as factual, accurate and concise.

2. In a democratic government it is important to impose disciplinary measures on those who take side with perpetrators of evil acts to serve as deterrence to others who may wish to do the same thing thinking they would go unpunished.
3. Politicians in Nigeria have the herculean task of ensuring sanity in the polity to ascertain public trust on them and not the other way round of having frictions among themselves which will in turn result to public shame. The generalpublic in this digital era will not hesitate to spread information about any government official found wanting having been in possession of what is required to disseminate information as citizen journalists.

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MULTICULTURALISM, GLOBAL MEDIA IDEOLOGY AND HEGEMONY

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Introduction

Cultural studies, is a scholarly endeavor that attempts to x-ray how the peoples of the world conduct and participate in the construction of their everyday lives via critical investigation and interrogation of social phenomena. It involves amongst other things academic attempts to explain cultural systems such as ideology, class structure, national formation, ethnicity, and sexual orientation within given societies of the world. It seeks to understand, critique, and transform societies by, discovering and addressing critical meanings that are rooted in diverse cultural sites.

When scholars examine media products to uncover their "ideology," they are interested in the underlying images of society they provide. In this context, an ideology is basically a system of meaning that helps define and explain the world and that makes value judgements about world. Ideology is related to concepts such as worldview, belief system and value, but it is broader than those terms. It refers not only to the beliefs held about the world, but also to the basic ways in which the world is defined. Ideology then, is not just about politics; it has a broader and more fundamental connotation (NOUN, 2017: P.67).

Ideology is a decidedly complicated term with different implications depending on the context in which it is used. In this case, the question is not whether such media images are "realistic" depictions because analysts of ideology generally perceive the definition of the "real" as, itself, an ideological construction. Which aspect of whose "reality" do we define as the most real? Those that are the visible? The most common? The most powerful? Instead of accessing the images and making some judgement about levels of realness, ideological analysis asks what these messages tell us about ourselves and our society.

The view of the powerful are most often considered as the accepted way of life in our society. Is it that the so-called powerful are wiser? The growth in civilization has placed the western world at an advantage over others. The access the region has to information and what to make out of the information rob others of the equal

coverage, and the direction of the information flow which most often present more negative about the developing nation. Ideology is like all the other forms of image manipulation described as; education, employment, gender, sexuality, racism, feminism, nationalism, terrorism, age, politics, environmentalism, crime and punishment (NOUN, 2017: P.69).

Methodology

This is a qualitative (analytical survey) research which was conducted by utilization of secondary data generated by different researcher cutting across a variety of research endeavours, major among which are critical cultural studies; which focuses on culture industry, hegemony, media industry, mass society and democracy. In this respect, research produced and documented in academic books, journals, articles, Newspapers, Peace-building instructions and the likes served as the primary sources of data (Asemah, Gujbawu, Ekhareafo, Okpanachi 2017, p.105). This provides for a wider perspective to review, analyse and interpret the data gathered across these different major areas which otherwise can take a long time to study individually and later attempt to marry and make meaning out of them.

Theoretical Framework

This work is situated in the perspectives of; Antonio Gramsci's Hegemony, Culture Industry, mass society and Political Economy media theories. These theories explain how power relations and ownership structures determine media content and messages. Gramsci's theses talks about the subterranean influence of the media, the Marxist political economy views how ownership, power relation and advertisers shaped media content, while culture Industry argues that, when a particular culture is mass produced overtime, it leads to commodification of culture (Littlejohn & Foss, 2009: p.245).

Global Media, Culture and Ideology

For many years, the media have played very important roles in the daily lives of people and cultures across the world. From town-crying in the traditional African society, paintings on the walls of caves in Indonesia and France; Johannes Gutenberg first printing press, all the way to the invention of the radio, television and today's satellite systems and internet infrastructure the main focus and objectives of the media have been to inform, educate, direct, guide and sometimes manipulate society. Media has been variously defined as communication channels through which news, entertainment, education, data, or promotional messages are disseminated. Themedia has overtime evolved and continues to"… increase in efficiency, accessibility and reach"(Luhmann: 2000: p.2).The media is also exerting extensive impact on the society.

Americanization, is the term used for the influence the United States of America has on the culture of other countries, resulting in substitution of a given culture with American culture. The analysis of the effects of the explosion in international communication had been mainly preoccupied with the economic dimensions of

globalization at the expense of cultural aspects of interactions between and among the world's peoples (NOUN, 2017, p.71).

Today, the media is a critical agenda-setter inthe society and varieties of platforms haveemerged; enabling stimulation of thoughts, redirection of focuses and alteration of engagements in modern civilization. In fact, Kaul (2012: p.15) posits that "Today, anyone with a computer and an internet connection has the potential of being a key media influencer and a mass media agenda-setter". The phenomenon that is today's media is birthed in the advent of computers technologies, satellite systems, the Internet infrastructure, mobile phones and mobile telecommunication networks (with their interactivity, interconnectedness and de-localization characteristic). These inventions and subsequent innovations in their application and usage have revolutionized communications and information dissemination by shrinking geographical and cultural spaces and condensing the world into one global community and championing media-morphic evolutions.

In the modern times, media and communication emphases are shifting from mass media for local and national purposes to worldwide media that is focused on reaching, mentoring and sometimes reconstructing the mindsets of different peoples and cultures across the world. Media enterprises and entrepreneurships with their vast structure are engendering enculturation and acculturation of values and beliefs amongst societies of the world. Events, happenings and occurrences in the remotest areas of the globe are streamed life via online Internet channels and transnational broadcast stations for the consumption of people across world and by virtue of this new systems, the world currently lives in a Global Media era where information is real-time.

Global Media can be described as the totality of media channels/ networks that focus on using both satellite and digital communication systems to reach a large mass of audience across the globe without the constraints of time and space affecting their functionality and purpose. Gbam (2017) cited in NOUN (2017, p.58) describes it as"the New Media that has overcome the gap between people from different countries, permitting them to exchange opinions and information". These Media technologies are comprised of all international and transnational broadcast stations that havemanaged to crossinternationalborders to sell their programmes and products to the people. They also consist of all digital network technologies such as the Internet, (withits social media component) and the global system for mobile (GSM) that have contributed immensely in the simplificationof the processes of information acquisition and cultural transmission around the globe. They are those apparatus of mass communication that haveenabled the ordinary citizen to "…play an active role in the process of collecting, reporting, analyzing and disseminating news" (Williams, 2010: p.270).

They educate, entertain and in the words of Hjarvard, (1999, p.8). "Create a continuous cultural exchange, in which crucial aspects such as identity, nationality, religion, behavioural norms and way of life are continuously questioned and challenged" The Global media systems have the capacity to stream / present far-reaching cultural products that have the potentials of shaping the world.Andas an

aspect of the media configuration, Global media is facilitating communication across the world; and at the same causing the creation and formation of international social networks where members are able to personalize interaction with each other.

One of the impacts of global media is culturalhybridisation, debasement, commodification, mass production anddisplacement. As a matter of fact, the volume offoreign cultures supplies,dumped into local cultural environments bytheglobal media istaking huge toll on local patterns of cultural practices and is really threatening their sustenance and preservation.Tommaso(2017, p.25) supports this when he says;"New visual regime is affecting local-national meanings and cultural identities at local and global scales, while also re-shaping individual experience in terms of cognitive processes, aesthetic representations, and narrative strategies".

And of course, with the truism that culture is dynamic and could suffer assimilation here and there, Global media by their depiction of cultural texts of different ideological perspectives is kindling new cultures and cultural nuances across the globe. And these cultural products areincreasingly challenging and threatening existing local and national cultures of people.

Ideological thrust in the media has continued to evolve. Historically, media enterprises have worked to influence and retain public patronage using concepts / approaches such as liberal-pluralist, Marxist, neo-Marxist, critical theory, neo-liberalist, critical paradigm, and a fusion of some as their broadcast strategy. But with the realization, financial breakeven is key to business sustenance and continuity, an attitude of free-market systems has become established as a dominant media ideology of today. According to Quamruzzaman, (2009, p.45), "Free-market ideology requires that individuals in their everyday lives are bombarded continuously by advertisements". Experience has shown that the mass media and indeed global media cannot be pinned to a single ideology. Apart from the belief in press freedom and the preaching of liberality of news, the ideology of the global media is most often enterprise specific and designed to sometimes propagate the socio-political and cultural ideals of the home country's dominant culture and political perspective. Examples abound; The CNN- a cable network with its origin in the USA, often gravitate pro USA. During it reportage of the gulf wars of the 90's, the CNN exalted the image of the USA as a big brother fighting the cause of Kuwait against the demonic occupation by Saddam Hussein's Iraq. What they refused to tell the world is that the USA has interest in Kuwait's oil and that as a matter of economic survival (for the USA), that interest must be protected. The war was therefore not so much for Kuwait's occupation by Iraq as it was for America's interest in Kuwait's oil. But the CBB did not reports the events as such. In fact, Wikipedia summaries the forgoing thus,

"During the Persian Gulf War, CNN was criticized for excessively pushing human interest stories and avoiding depictions of violent images; the result of all this being an alleged propagandistic presentation of news".

The BBC, a network of the United Kingdom, even though it claims a liberal culture of news reporting, styles it reportage to extol the British cultural values.

Boris Johnson (British Secretary of State for Foreign and Commonwealth Affairs), asserted this thus;

The BBC Chairman and I have agreed the "Objectives, Priorities and Targets" (OPTs) for the BBC World Service Licence. The OPTs have been set for a five-year period 2017-2022. The Licence can be found on the BBC website *(http://www.bbc.co.uk/aboutthebbc/insidethebbc/managementstructure/bbcstructure*).The BBC World Service is the world's largest international broadcaster, broadcasting news, documentaries and discussions in 42 languages. The World Service continues to provide insight and fresh perspective across the major global stories of the year. The total weekly reach of the World Service in 2016/17 was a record 346 million (up from 320m in 2015/16) and the BBC remains on track to achieve its ambition to reach a global audience of 500 million by 2022. While many broadcasters are increasingly partisan, people around the world have confidence in the accuracy and impartiality of the BBC's journalism. The BBC World Service is one of the most influential and trusted of British institutions and it is instrumental in helping to promote Britain and our values around the world (Johnson, 2018).

The above goes to show that no matter what the transnational media conglomerates claim as their operating ideology, they always shape their activities in a way that promotes their home countries' values and beliefs. The ideology of the Global media is mission specific for the channels. It is driven by what they intend to achieve at a time. However, it must berecognised that in the quest for profit and financial break-even, the media as commercial enterprises searching for popularity, wider distribution, and profitability, more often than not, subtly promote perspectives that support their basic social arrangements and endorse the legitimacy of social institutions, marginalizing attitudes and behaviors that are considered to be out of the mainstream. Some of the media images that can sometimes challenge status quo–oriented ideologies are thrown to the back seat due to this search for profit (NOUN, 2017: p.73).

Impact of Global Media on the NigerianSociety

These days, the society is awash with western / American controlled Transnational Media conglomerates presenting and representation alien socio-Cultural realities such as lesbian, gay, bisexual and transgender (LGBT), the Satanism, pro-choice-abortion right groups and many others – and to the bemusement of the discerning mind, these beliefs are gaining roots and securing converts across the world. Those who try to criticize their unnatural incorrectness, of those abnormal culturesdrawthe irritation of their proponents and are branded as obsolete in an evolving world. At the moment in some parts of the world terrorism is view from another paradigm. National Governments of countries are beginning (albeit under confidential arrangement) to negotiating with terrorists because international media are reportingthe needs for national governments to employ dialogue as a strategy to descalating violence.

In Nigeria, the impact of Global media is very profound. New cultural attitudes are evolving. The spoken language of the youths is rapidly changing and speech

mannerism is tattering. Texting and emails have taking over letter writing and correct and proper spellings of words are suffering due to the short and abbreviated styles associated with mobile SMS, Emails andWhatsApp messaging.

Appropriate dress codes are also suffering. With the inflow of foreign perspectives to dressing, Nigerian people are presently adopting dress manners that are alien to the various cultures of the country. People now proudly wear improper dressing such as micro mini-skirts, sagged pants/trousers, shoulderless gowns that expose breast cleavages, etc.

In fact, a lot of people are turning to gayism and lesbianism because they feel encouraged by the strong support coming from Europe and American; communicated to Africa by means of global Media. These days, men weave their hair, pierce their ears and nose to wear ear and nose rings while women feel comfortable dressing in men's gears.

Also, the mobile phones / gadgets are creating a new form of habit and attitude amongst the people. These days, people frequently fiddle with mobile phones / gadget even at important events that demand their complete attention and concentrations. These days family members are alienated from each other because even while they are seated and waiting for dinner, membersare always in their individual worlds (the online community) busy pressing phones and mobile gadget instead of communicating with each other to discover issues that maybe affecting them (NOUN, 2014, p.65).

Cultural Politics: The Influence of Gramsci

Another cultural site that has greatly impacted on how societies view their realities is Gramsci's theory of cultural Hegemony. Gramsci's theses in this regard, is focused on the relationship between the bourgeois and the proletariat in the Turin's Italian society. Antonio Gramsci is indeed one of the most important philosophers of the 20th century and a key theorist in the development of Western Marxism and a member of the Frankfurt school of critical-cultural studies. His Prison Notebooks, which contain tracing of Italian history and nationalism, some ideas in Marxist theory, critical theory and educational theory concept have become a visible influence on contemporary social interfaces and cultural realities and societies of the world are currently drawing impetus from the theory for cultural assertions. The theory has enabled diverse perceptions to life and issues of what constitute a correct socio-cultural rift.

How the bourgeois use culture and standardised state institutions of socialization to coerce the working class (proletariats) thereby maintaining the inequalities that exist between the rich and the poor-A process he called hegemony. In hegemony, Gramsci argued that the ruling groups maintain their power through the manipulation of culture from …the spiritual, ideological and cultural spheres that provide myth, consolidation and legitimacy to a given regime. He contends that the values, beliefs, consumption patterns, and habits and modes of thought of the ruling class do penetrate the proletariat. They rub off on the population, distort their vision and negatively affect their perception (Littlejohn & Foss).

He posited that in the realm of everyday life - where people essentially agree to current social arrangements, the ruling groups deploy social institutions to help secure cultural consent which is what they need, so as to have their worldview accepted by all members of society as the universal way of thinking.

Institutions such as schools, religion, and the media are deployed to assist the ruling class to exercise cultural leadership since they are the sites that produce and reproduce ways people perceive the society. The bourgeois, through these accepted agents of mass pedagogy, advances a hegemonic ("common sense") values and culture; engineering enculturation that influence the assumptions that people make about social life and the things they will accept as natural. Without knowing that social assumptions that exist in a realm that is uncontested and without room for critical questioning and interrogation, maybe social constructions at play (Littlejohn & Foss 2012, p.197).

Today, the concept of Cultural Hegemony reverberates across world. Within societies of the world, it is influencing peoples' perception of life as well as giving impetus to questions on worship, individual and group identities. New communities of people are emerging daily to critically questions the supposed hegemony of a sound society. Multiculturalism is today a fashionable ethos. The hitherto commonsense mode / perception to religion, sexuality, assumed superiority of race & ethnicity, abortion, etc. are being challenged. Groups like the LGBT, the Satanist churches, pro-choice-abortion right groups are drawing from Gramsci school of thought, to promote egalitarianism, social justice, benevolence and empathy among all people. Their strategy is to create agitation and dissatisfaction and their voice are resonating across the world berating anyone who dares to disapprove the "political correctness" of the culture that they are pushing forward (Littlejohn & Foss 2012, p.197).

In the literary world, the impact of Gramsci's cultural hegemony is also evident and felt in the works of many writers. The works and dramaturgies of John Macgrath British / Scottish, Dario fo - Italian, and Tunde Fatude- Nigeria have been greatly influenced by the theory however, this paper will attempt to examine the influence of Gramsci on John Peter McgrathsChevot, the Stag and the Black Black Oil.

John Peter MacGrath (1935-2002), was a prolific and outstanding playwright of Irish descent, best known for his works with the 7:84 Theatre Company. He was a committed socialist dramatist that used the stage as a political arena, "to promote his opinions and provoke the labour class audience to react against the established capitalist system in Britain" (Holdsworth, 2002: xvii). His plays have deep socialist insights and always provoke tones that are concerned with the questions of oppression.

His Theatre Company known as 7:84 - which took its name from a statistic published in The Economist in 1966, that 7 per cent of the population of Britain owned 84 per cent of the country's wealth - was formed in-order to attract the audience to a popular theatre that would show and provide them with day-to-day realities of the working-class life. A style that Innes, (2002: 181), classified as

Agitation-Propaganda (agit-prop) drama because the theatre expounds the necessity of a struggle, and disciplined fight against powerful forces of capitalism.

The play cheviot, the stag and the black, black oil provides information about different classes and historical background of the Scottish society and how its people and natural resources were exploited by the ruling class. The Aristocratic landowners having discovered the profitability of sheep farming forced a mass emigration of rural Highlanders by burning their houses in order to make way for the Cheviot sheep and the eventual exploration of the North Sea Oil.

The play is a passionate history told through ballads, Gaelic songs, poetry, comic sketches and tragic stories of resistance. The Cheviot, the Stag and the Black, Black Oil was first performed in 1973 at the 'What Kind of Scotland' conference in Edinburgh, then toured throughout Scotland before being televised. Perhaps in accordance with Gramsci's recommendation that, "Factory discussion councils should be established to enhance the consciousness" (cited in Kendie: 2002) after the premiere, Mcgrath in a tour arrangement, performed this play at non-theatre buildings such as working-men's clubs, pubs, village halls and community centres. Also, in order to push through a cultural rebirth, the play aimed to create a counter-culture that would react against bourgeois culture "to encourage the Highlanders to alter the present system and the status quo in favour of the whole community" (Yerebakan, 1997, p. 194).

One other key characteristic of Gramsci in the play, is the cultural assimilation of a society. McGrath makes use of Gaelic songs to stress that new Scottish generation cannot speak their mother tongue because of the fact that they have been denied to learn it. He uses some striking historical facts about Scotland in the play and aims both to enlighten and have a great impact on the audience:

M.C.1: In the 18th century speaking the Gaelic language was forbidden by law.

M.C.2: In the 19th century children caught speaking Gaelic in the playground were flogged.

M.C.1: In the 20th century the children were taught to deride their own language.

M.C.1: The people had to learn the language of their new masters.

M.C.1: A whole culture was systematically destroyed – by economic power (McGrath, 1981: p. 52).

According to (Winkler, 1990: 296) "as a result of cultural assimilation of this society, the Gaelic songs were not understood where Gaelic was less widely known. But elsewhere, where it was widely known, the songs were both joined in and appreciated. The play also draws the audience's attention to the fact that they should not let others control their land and warns them against potential threat of capitalist powers. He advocates that Scottish people must own and control their land and that they should decide on their future; they will gradually lose their culture and identity.M.C.2:…until economic power is in the hands of the people, then their culture, Gaelic or English, will be destroyed. The educational system, the newspapers, the radio and television and the decision-makers, local and national,

whether they know it or not, are the servants of the men who own and control the land (McGrath, 1981, p.55).

The views of this socialist playwright are not only national but also international. While depicting Scottish working-class who have been suffering from the multinational corporations that seek their interests in the Highlands, he also touches on the problems of other workers in the world who have suffered as a result of political and economic imperialism.

M.C:One thing for certain, these men are not just figures of fun. They are determined, powerful and have the rest of the ruling class on their side. Their network is international.

M.C.4: Question: What does a meat-packer in the Argentine, a merchant seaman on the high seas, a docker in London, a container-lorry driver on the motorways, have in common with a crofter in Lochinver? (McGrath, 1981, p.57).

McGrath message is that working-class of the whole world share the same destiny as the Highlanders. Yet still their destiny is not pre-determined. According to McGrath the rise of working-class depends on the "social, political and cultural development of the working- class towards maturity and hegemony" (McGrath, 1989, p.21). So if all the working-class unify and take action against the exploiters, they can overthrow the hegemony of capitalism and create a classless society and thus live under equal terms.

As the play ends, the playwright gives direct messages to the audience, asking them to take revolutionary action. Not fight "with stones, but politically, with the help of the working class in the towns" (McGrath, 1981, 73).

And in order to be more influential on the audience the play ends with a Gaelic song that calls for the unification of the oppressed, and a fight against the oppressors.

M.C: The song says:

Remember that you are a people and fight for your rights –
Remember your hardships and keep up your struggle
The wheel will turn for you
By the strength of your hands and hardness of your fists.
Your cattle will be on the plains
Everyone in the land will have a place
And the exploiter will be driven out (McGrath,1981, p.73–74).

Consequently, the socialist playwright McGrath vividly depicts the class struggle between the bourgeois and working-class, who have been abused and exploited by both Scottish and English landlords, and multinational corporations. The working-class not only have been exploited, but also have been culturally assimilated. They were forbidden to speak their mother language – Gaelic, and were denied to wear their traditional clothes. Despite all the hardships both Highlanders on national scale and all the working-class on international scale have suffered, there is still hope to change the status quo. If they unify and react against the hegemony of capitalism, they can create a classless society both in Britain and in the world. Indeed, the play is an exuberant and sweeping 'Ceilidh Play with Scenes,

Songs and Music of Highland History' which tells the continuing story of the exploitation of the Scottish Highlands and of course all of the working class people of the world.

Conclusion

In recent times, global media have impacted overwhelming influence onhow people interpret their realities. Since the democratization of the media and the subsequent emergence of the new media (mediamorphosis), people have become more aware of how mediacan and have become tools with which they can humanize, obscure, and abstract phenomena. Peoples'voices areheard on the global stage. Because of its ease of use, speed and reach, social media's interactivity, interconnectedness, de-localization, (an aspect of global media) is fast changing the public discourse in society and setting trends and agendas on topics that range from the environment, culture and politics to technology and the entertainment industry. Global media by nature is a mixed grill of tools, services, and applications for social information and interaction. It is a medium that on one hand, brings information to the doors of people across the globe and on the other hand, make it possible for people to come together to express their opinions in a simplified manner and in real time-Nigeria is not left out of the phenomena.

The youth population of the country appears to be the most impacted by the new trend. Youths are adopting cultures and cultural nuances that are hitherto alien to our indigenous culture. The life styles, morals, attitude to work & learning and even observance of national ethos are influenced by what they see on international / transnational televisions, satellite / cable televisions and the internet and the situation raises critical cultural questions.

Unfortunately, Nigeriaandsome developingcountries, are not able to effectively check the trend becauseof poorly implemented cultural policies and of course the huge capital outlay and the requisite technological skill requiredto operate thecomplex cable/satellite and internet media infrastructure that will effectively distribute indigenous media products to their different people and cultures. The above find expression in Antonio Gramsci'stheses, that societies need to question manipulative cultures that are imported into their system. His theory of hegemony and domination has influenced the center-periphery-dependence debates that have characterized much of present-day perspectives to life. The theory is widely recognized as the revolutionary potential of the peasantry and a necessary complement to Marxism (Littlejohn & Foss)

These days, relationships between the leaders and the led, are subjected to critical assessment and most societies now try as much as possible to hold their members to account and those found wanting where the rule of law works, are brought to book.

Recommendations

i. The African cultural richness, commodification, objectification and value system, is under ideological attacks, orchestrated by mediamorphic evolution and global media hegemony. The African Union (AU), should localize and replicate digital broadcasting with contents that are endogamous to the African cultural heritage.
ii. The National Broadcasting Commission (NBC), should mandate all broadcasting outfits in Nigeria, to minimize syndicated programmes that are heavily laced with foreign contents, which debases the 'Africaness' in our culture, hard work, morality, decency, respect and harmonious living.
iii. The African Council for Communication Education (ACCE), should sustain its publications of the books of readings and journals, which promote African authorship, perspectives and scholarship.
iv. Like the British's BBC, the ECOWAS commission should establish regionalbroadcasting stations, that best frame and project Africa for its' resourcefulness, endowment and capacity.

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CITIZEN JOURNALISM: A TRIGGER FOR NATIONAL INSECURITY OR DESIDERATUM? THE NIGERIAN PERSPECTIVE

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Abstract

The evolution in Information and Communication Technologies (ICT) has heralded the Web 2.0 Internet technology which has enabled yesterday's audience to be co-creators and distributors of information to large, scattered, heterogeneous audience. This development has led to the creation of a new genre of journalism called citizen journalism. This new genre has however generated a lot of debates as it effects the society, information flow as well as national security. This paper therefore presents two sides of the debate especially as it concerns its effects on national security. Thus, in achieving this, the paper provides the conceptual clarification of citizen journalism. Arguments reviewed in the paper appear to suggest that this 21st century brand of journalism although facilitates democratization of news, has on the other hand created specific challenges for national security. Such challenges include spread of fake news, misinformation, disinformation which has further polarised Nigeria. This is why the paper concludes that in order to create a balance, and to prevent shutting down citizen journalism in its entirety due to its dangers; governments and policy makers are advised to look closely at existing legal frameworks such as the cyber act, defamation, libel, slander, and other related press laws with a view of regulating the activities of citizen journalists just as the mainstream media are being regulated.

Keywords: ICTs, Misinformation, Fake news, Disinformation, New Media, Citizen Journalism

Introduction

The Internet via its Web 2.0 has led to the birth of highly scalable communication platforms where users freely exchange all forms of information. Luo and Harrison (2019) accordingly states that the Internet has modified the manner in which individuals receive and react to information especially news. This is partly because,

the audience need not wait for the traditional media to break the news, instead, the break the news to the traditional media in what many scholars have termed 'role reversal'. The social media in particular have enabled people more than ever before to express their opinions and even counter information disseminated via the traditional media. Studies conducted by bodies such as Pew Research Center indicates that a majority of people in America, Europe and other parts of the developed societies were consistently getting news from the social media (Pew Research Center, 2017). Studies in other climes like Nigeria have also revealed similar results (Olley & Ekhareafo, 2013). Thus, access to all kinds of communication platforms as well as channels have given birth to a phenomenon called 'Citizen Journalism'.

Like every new phenomenon, 'Citizen Journalism' have continued to generate debate on whether its emergence is a 'blessing' or 'curse' especially as it affects the national security in developing nations like Nigeria. For instance, Iwu (2021) contends that the emergence of citizen journalism has introduced and raised the specter of fake news, misinformation and disinformation to a new level. According to Iwu, this new trend has further polarized the society and even threatened the foundations of the nation. However, Riaz (2011,p.102) argues in favour of citizen journalism thus:

The tremendous boost of new media technologies has given birth to the phenomenon of Citizen Journalism which has become an integral part of the modern-day societies. For people who formerly had no chance of being heard, citizen journalism is a great opportunity of participation for them. Moreover, the common people cannot only comment on stories, they are providing resources and information beyond the scope of the mainstream media. Especially in countries without a free press, bloggers, photo and video journalists can give underrepresented and underprivileged segments of society a voice and add to the media diversity. They are making their ways through censorship and enable cross-border dialogue.

Consequently, this paper, in contributing to this debate, asked the question: is Citizen Journalism a trigger for national insecurity or desideratum? Thus, the paper attempts to conceptualize the concept of 'Citizen Journalism' after which, arguments on the positive as well as the negative impact with a view of taking a particular position on whether 'Citizen Journalism' is stimulating more crisis or a necessity for a developing nation like Nigeria were presented.

National Insecurity Conceptualized

Security can be viewed from a number of perspectives. However, for this discourse, security is viewed from the perspective of Wehmeier, Florio, Parkinson, Lea and Ashby (2001) who opine that, it is a state of being free from danger or threat: the system is designed to provide maximum security against all forms of threats to lives and properties. Consequently, the absence of this is generally referred to as insecurity. In the last decade or so, Nigeria has witnessed a fair dose

of insecurity occasioned by the violent Islamic sect: Boko Haram and more recently an emerging group called the Islamic State of West African Province (ISWAP).

In the last two years, also, the situation has further been exacerbated by farmer-herder clashes, banditry and kidnappings in virtually all parts of the country. Although, the situation appears to be more severe in the north eastern part of the country, studies conducted by scholars such as (Obi, 2015; Purity & Anigbougu, 2019) reveal that banditry, sporadic shooting of unarmed and innocent citizens, burning of law enforcement establishments as well as attack on their personnel and frequent kidnap of school children and unsuspecting travelers have become common place in virtually all parts of the country. This has resulted in general insecurity manifested in uncertainty, fear of the unknown, loss of personal freedoms, negative international image among so many other attendant consequences (Udom, 2015).

A number of factors have been adduced as being responsible for the surge of insecurity in the country. These factors, according to Purity and Anigbougu, 2019, range from level of poverty, maladministration of structure of governance, ineffective policies, widening disparities between the poor and the rich among others. Aside from this, scholars like (Okoro, Christian & Chijioke, 2013; Mgbejume, 2008) point to misinformation, disinformation and general fake news dominating the Nigerian news space as one of the factors fueling insecurity across board. This discourse therefore attempts to analyze whether or not citizen journalists are contributing to promoting this kind of information which in turn is amplifying insecurity.

What is Citizen Journalism?

The internet with its Web 2.0 version has allowed people unprecedented and unrestricted as well as censorship free means of creation and distribution of information. This ability has created a new genre of journalism called 'Citizen Journalism.' Although it is difficult to have a universal definition, some scholars have provided some acceptable and comprehensive approach. One of such is Agboola (2013) who citing Educause Learning Initiative (2007) states that the term implies the ability of ordinarily people who where yesterday's audience, to create, contribute, comment and distribute news. In fact, some news sites today run only stories written by users (audience/readers). A number of traditional news outlets have also joined the fray so to speak. They now accept comments and even news stories from the audience/readers. This is why Bowman and Willis (2003) define this genre as citizens who play active roles in the process of collecting, reporting, commenting, analyzing and distribution of information and news. They also note that the primary intent here is to provide independent, reliable, accurate, wide ranging and relevant information that a democratic society needs.

Similarly, Sociology Group, 2020; Luo and Harrison, 2019; Riaz, 2011, opine that citizen journalism is different from professional and traditional journalism as we know it since it requires no graduation from a professional course. Rather, citizens just need a camera, good writing skills, and more importantly, a social

media account. Based on the aforementioned views therefore, this paper concludes that Citizen journalism is an activity where everyday citizens who are not trained in journalism generate and distribute news to the public.

Thus, today it is common for these traditional media outlets to feature the 'I' or 'You Report' segments in their news bulletins. Nigeria media outlets like Channels TV, TVC among others have these audience report segments. These reports are mainly provided by ordinarily citizens who are supposed to be the audience, take the initiative to report news or express their views about happenings within and around their communities. This explains why Okafor, Ebenezer, Chukwuemeka and Patience (2013) prefers to view it as a people centered largely online movement of the so called 'we the media' (Gillmour, (2006) cited in Banda (2011, p.27). Consequently, if this 21st century brand of journalism is referred as "public", "participatory", "democratic", "guerrilla' or "street" journalism", (Andrew & Ifeanyi, 2017) one may not be far from the truth. This is because as Lasica (2003) puts it 'people without proper journalistic experience can use the modern technology like computer, access to the right software and internet to share their creations, arguments, criticism and disseminate on available media outlets' (p.220).

Genres of Citizen Journalism

In spite of being a new phenomenon, its trending nature has induced some scholarly works. In this regard, attempts have been made to categorize this brand of journalism. According to Mallasch (2006) citizen journalism can be categorized into the following:

(a) Civic Citizen Journalism

Here the citizen journalist gets involved in politics of the community. Although, he or she may not necessarily be on a particular side, the objective is to stimulate the community into actively participating and promoting democratic ideas. Thus, here Civic journalism, also known as public journalism, fusing journalism into the democratic process. Consequent, this type of journalist not only informs the public, but also, work towards engaging citizens and stimulating public debate about political issues affecting the community. This is where scholars say this brand of journalism is at variance with the perception that journalists and even their audiences are mere spectators in the political and social engineering process of the society.

(b) Grassroots Citizen Journalism

Under this category, community sites band together to supplement traditional media in the area. In most developing countries, this type of citizen journalism is very popular, as developmental issues especially in rural communities are the primary focus. Thus, the citizen journalist in achieving this objective consistently doles out news and other information that harps on development issues affecting members of his immediate community or the rural communities.

(c)Participatory Citizen Journalism

This genre of citizen journalism places a very heavy emphasis on participation - communication - conversation. Thus, the Citizen Journalist work with professional

journalists in production of content for a traditional news outlet or organization (Deuze, Bruns & Neuberger, 2007). By implication, 'ordinary people' contributing news, opinion as well as other information to traditional news organization is referred to as the 'Participatory Citizen Journalsits'(Nip, 2006).This type has in the last five years become very popular as a number of traditional news outlet and their journalists often break news by using first –hand account or visual records content provided by this genre of Citizen Journalism. Such news events range from natural to man-made disasters that the traditional journalist is either unaware of or unable to access. For example, citizen journalists submitted pictures, pieces of video, text messages and e-mails within a few hours following Lagos-Lekki shootings during the recent 'End SARs protests in Nigeria. It is on record that 'Citizen Journalists' were the first witnesses to provide traditional news organizations with first hand details of happenings on ground (Allan, 2007).

(d)Para Citizen Journalism

This genre talks about individuals who are into 'random acts of journalism' (Lasica, 2003, p. 71) They are also people who contribute news content, opinion, commentary and information involving a particular. Thus, the news is treated in a subjective manner that captures every emotion and ambience of that particular news environment (Papacharissi, 2015). Under this guise, individuals gather in online spaces to discuss the impact of an event which often results in a controversial mix of reactions as well as unearthing relevant information about that event. A good example is the recent arrest of the acclaimed leader of the Independent People of Biafra (IPOB), Mr Nnamdi Kanu. When the arrest was effected, there was mystery as to where and how he was arrested since government officials kept mum about the entire episode. Online communities quickly commenced discussions in their various spaces and in no time the truth was out. Aside from this role, Farinosi and Trere, (2014) are of the opinion that members of these online communities also monitor and attempt to make sense, interprete events as well as assessing the validity of traditional news media reports. This as Swart, Peters and Broersma (2017) notes, influences community, social cohesion, security, and decision making in the communities they operate in.

(e)News-Media Watchdog Citizen Journalism

Although this genre plays a similar role to the 'Para-Journalist', these individuals specifically focus on verifying and doing a critique of the performances of the traditional news media outlets. They do this by often hyperlinking to discuss (Bosshart & Schoenhagen, 2013; Leccese, 2009). In a study, Nah and Chung (2016) found that this group often offer more in-depth analysis affecting the public. Consequently, they assist traditional journalsits to unearth mistakes, scale down potentially harmful reporting as well as encourage adherence to ethics of the profession (Fengler, 2003).

Theoretical Framework

One theory that provides some perspectives on the emergence of citizen journalism as not only an emerging phenomenon but a continuous trend that will be

sustained in the foreseeable future is the Technological Determinism Theory (TDT). This theory advances possible reasons why the society must accept and adapt to changes brought about by ICTs, the internet, New Media and Citizen Journalism. Thus, TDT presumes that a soceity's technology drives development of its social structure as well as cultural values. According to Adler (2006), Technological Determinism Theory was developed by Marshall McLuhan who in 1962 put forward the basic assumptions of the theory. Adler (2006) in summarizeing the basic assumptions of the theory explains that media technology inevitably shapes how members of a community think, feel, act and how the community operate as they transits from one technology to another. Referring to the process as 'Tribal-Literate-Print-Electronic', Marshall according to Adler argues that evolution in technology follows a predictable path largely beyond cultural or political influence. Rather, it is technology (in this case, media technology) that affects societies. By implication, society organizes itself to support and further develop a technology once it has been introduced.

Consequently, TDT contends that as technology changes so also the society changes as it affects thought processes as well as even physical activities. From the foregoing, therefore, the relationship between the theory and this paper becomes clear. The current changes being witnessed in journalism globally (Nigeria inclusive) as suggested by reviewed literature, is obviously driven by the evolution and availability of the new information technologies. Before this era, most news and other forms of information was received via the traditional media like television, radio, newspaper, magazine, etc. However, with the arrival and spread of the internet, its web 2.0 as well as ICTs, people create, and distribute news and other information even more than the conventional journalist with his/her traditional media. It follows therefore, that the society must adapt to the new operating 'environment created by technology and citizen journalism

A Trigger for National Insecurity?

One of the strongest arguments against 'Citizen Journalism' is the lack of filtering, gate-keeping, and checks can act as a trigger for chaos and general insecurity. Before now, the traditional media since inception played pivotal roles in news production and dissemination (Akinfeleye, 2011). Through these traditional media platforms, messages are therefore carefully created and screened before dissemination. However, the same cannot be said of citizen journalism as Okafor, Ebenezar, Chukwuemeka and Patience (2013) puts it: "the emergence of citizen journalism was hailed globally as the solution to the lack of objective journalism (reporting), but unfortunately, this media space, analysts argue, have been fraught with scandalously packaged, speculative and highly opinionated reports which in most cases are riddled with anecdotes that maybe demeaning to certain quarters of the society' (p.87). As a result, this brand of journalism has been known to instigate civil unrest, political instability and ethno-religious crisis. The recent #EndSARS# campaigns which ended up in lootings, killings and destruction of properties across some states in Nigeria have been blamed on posts from citizen journalists.

Government officials also believed citizen journalists misinformed the activists, making them to gang up against the government (BBC, 2020). Another trending example is fake reports and video clips circulated on the recent Nigeria Air force plane crash were the Chief of Army Staff and others lost their lives (Factchecked.afp, 2021).

Aside from this, Citizen Journalists have also been criticized for trivializing issues that gravely affect national interests. This even includes national tragedies and other disasters. The Dana Airline crash of June 2012, and more recently, the fatal crash that led to the death of a serving Chief of Army Staff exposed Citizen Journalist as insensitive and mindless in their pursuit to break news. They gleefully shared gory pictures while rescuers were busy trying to rescue survivors (Okoro, Christian & Chijioke, 2013).

Another major draw back of this brand of journalism is the active and consistent spread of fake news as well as misinformation. Okoro, Christian and Chijioke (2013, p. 4) highlights these fears thus:

Potential false news reports are just one of the many possible ramifications of sourcing news from anonymous sources. The news could be factually correct, but have flaws like blatant disregard of ethics, lack of objectivity, impartiality and balance. It could also be a hidden agenda or opinion sugarcoated as fact or a libelous or defamatory statement that puts subjects in the story in bad light. In mainstream media, a process of verification and checks called gate-keeping can weed out any such inaccuracies and biases. Gate keeping, so it's called, is done by experienced and trained journalists and editors, using tools and skills like knowledge of the law and in house or commercial stylebooks such as the Associated Press Stylebook.

Explaining further, Mgbejume (2008) avers that a journalist has to undergo training before he is equipped to publish effectively. Thus, a citizen journalist, who is untrained can be likened to a man mad left with a gun. Of course, he may shoot at will without control which could lead to disaster. Therefore, it follows that before one publish news online journalistic training is required in order to get acquainted with the ethics of the profession. In addition, Educause Learning Initiative (2007) concludes that by allowing anyone to gather and disseminate the message to the public, citizen journalism practice will be more of personal interest, myopic view and as well cultivate new media community of same interest. Therefore, fake news are just one of the very many challenging of sourcing news from anonymous sources as outright disregard of any form of ethics means that news could be factual and even correct in some instances, but, have flaws like disregard of ethics, lack of objectivity and impartiality. This fact was brought home recently when an Ogun State High Court in Abeokuta awarded N500,000 million damages against a United Kingdom-based blogger, Maureen Badejo, for libelous publications against the leader of the Nigeria based Mountain of Fire and Miracles Ministries, Dr Daniel Olukoya and the Church (Olokor, 2021).

Citizen Journalism: A Desideratum?

The phenomenon of citizen journalism has generated a lot of debate as to whether it can be described as a blessing and a curse. Unlike the earlier reviewed literature, other schools of thought believe this 21st century brand of journalism is a necessity. Among this school of thought is Robinson (2011, p. 141) who argues that in developed societies where the concept appears to be maturing, they play a critical role in breaking news events, turn a passive audience into the process of news production process. By implication, citizens participate in the process of journalism as content creators. They have been so effective that media house explicitly invite citizen journalists to contribute their content to their news programmes. Some have even gone further to create a 'news bank', often referred to as 'crowdsourcing'. Here, members submit and pass comments on news thus supplementing news from main stream media (Heinzelman & Waters, 2010; Hossaina & Islam, 2015).

Aside from this, Citizen Journalist also evaluates the accuracy of coverage from the mainstream media by following the development in a story. This evaluative role is not new as, letters to the editors provided comments as well as critiques on how well the news media treated news stories (Wahl-Jorgensen, 2007; Lowrey, 2017). For Riaz (2011) one of the most important things here is that this genre are not only invited to provide feedback on stories, but, actually participate in the process that leads to producing them. Thus, it is simply impossible today to ignore citizen journalists whether in developed or developing countries as they are first-hand contributors in breaking situations, during a critical instance, offers members of the community a chance to direct attention to areas bothering them, offers opportunity for talented people who are not professionals to do something worthwhile with their time among others. Aside from this, Agboola (2013) citing Knight Community News Network (2006) argues that studies have shown that citizen journalism has improved the quality of news, and as such participation tends to increase the trust that the community has in the news. Agboola opines that in theory, it compels Citizen Journalists to think objectively, by asking probing questions, work to understand the context before disseminating the stories.

Furthermore, Alemoh, (2013) observes that in Nigeria, incidents of banditry, kidnappings and communal strife are often reported instantly by citizen journalists before the mainstream media. A recent example is the shooting down of a Nigerian fighter jet in Zamfara and subsequent escape of the pilot. When Citizen journalists broke the news, the military authorities denied the incident only to confirm after the pilot was rescued. This and other instances imply that this brand of journalism provides an avenue for both professionals and novices avenues to create and distribute news for the overall benefit of the society. This has greatly democratized the news production process as opposed to the hitherto monopolistic mainstream driven era.

Conclusion

In spite of fears of the dangers of citizen journalism, the discourse concludes that it will be a big mistake to shut it down especially in a developing country like Nigeria

where the main stream media appear to be 'shackled' by legal and political exigencies. Thus, citizen journalism should be viewed as both sides of a coin. On one hand, studies have demonstrated that that citizen journalism is a harbinger or a precursor of chaos while on the other hand, it is a necessary evil as its emergence has filled the lacuna created by the mainstream journalism. Its immediacy and reach are second to none. In order to create a balance, and to prevent shutting down citizen journalism in its entirety due to its dangers; governments and policy makers are advised to look closely at existing legal framework such as defamation, libel, slander, and other related press laws with a view of regulating the activities of citizen journalists just as the mainstream media are being regulated. To do otherwise would amount to 'throwing away the baby with the birth water'.

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MASS MEDIA ENLIGHTENMENT CAMPAIGN AND COVID-19 VACCINATION IN NIGERIA

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Abstract

This paper examines the impact of mass media enlightenment campaign with regards to the ravaging COVID-19 pandemic. The paper asserts that as far as health matters are concerned, the mass media in their customary roles remain veritable tools for creating awareness, educating and prescribing precautionary measures to the public. The research methodology centres on secondary sources of data collection in aggregating relevant information for the study. In demonstrating the relevance of the Mass media in critical situation like this, the paper adopts the agenda setting and social responsibility theories. The findings of this paper show that despite the sensitisation role of the mass media, there are still misgivings about COVID-19 and the efficacy of the ongoing vaccination globally. It is also pointedly clear from the findings that the proclivities of citizens would not predispose them to accepting to take the COVID-19 jab. It therefore presupposes that religious beliefs, culture, education, peer group influence and other factors play major role in determining the decisions people make concerning the COVID-19 vaccine. It further notes that the new media have amplified the frontiers of falsehood and controversy. The paper recommends for stakeholders engagement and involvement in the enlightenment campaigns. The paper further recommends that like India and Saudi Arabia, Nigeria should be able to manufacture her version of the Astrazeneca vaccine to give it local content.

Keywords: COVID-19, sensitisation campaign, mass media, infection, vaccination, infectious disease, Nigeria.

Introduction

No doubt, communication is a non-negotiable currency of interaction in all spheres of life. It is the live wire of human existence. According to Sambe (2008, p.2), "communication serves as an instrument or a vehicle of social interaction." In other words, it is through communication that intents and purposes are passed across to intended audience with a view to stimulating understanding, interpreting and possibly generating feedback. However, it is important to state that communication does not just happen in a vacuum, it is effective through certain channels of communication referred to as mass media. These media are in effect the agency for

the transmission of contents and messages known as communication. Communication is the bedrock of modern society - a most critical component of modernity and civilisation.

In the same vein, when communication is centred on public health, the essence is for sensitisation (or enlightenment). Here, public awareness is being created to inform or educate the public on health matters that concern them. It is therefore obvious that the trending global pandemic is coronavirus. Unlike the Severe Acute Respiratory Syndrome SARS-Coronavirus and Middle East Respiratory Syndrome (MERS-Coronavirus), COVID-19 which was first officially announced on 31st December, 2019, has spread from its epicentre in Wuhan, China to other countries in the world. The rapidity of spread necessitated World Health Organisation (WHO) in declaring the infectious disease a global pandemic with devastating consequences on the health and livelihood of people. The novel pandemic that spread like wildfire did not just adversely affect the health of people across the continents of the world, it also ravaged the social and economic well-being of nations. With a ravaging infectious disease with no known cure or vaccine, governments of nation's in compliance with COVID-19 advisory, took unfavourable radical decisions that almost crippled the functionality of government operations and businesses across the continents of the world. In fact, corporate organisations and private businesses were not exempted. This therefore brings to the fore the impact of mass media sensitisation campaign in the midst of the pandemic and the raging controversies public perception of the infectious disease and landmark discovery of vaccines.

As matter of fact, from outset of this rampaging virus, the mass media have been heavily used in creating awareness through enlightenment campaigns on COVID-19 and the safety measures to be adopted as the virus escalated. In corroborating this view, Dhanashree, Garg, Chauhan, Batia, Sethi & Chauhan (2021) aver that, "mass media have played a very important role in the dissemination of the COVID-related information to the general public and to follow safe practices." In expatiating further, Dhanashree and his colleagues posit that the mass media are powerful tools to halt the spread of disease during pandemic, and it has a great impact. However, with the great feat of the mass media in enlightenment campaign, the incidences of lapses owing to the dysfunction of the mass media are replete. Asemah (2018, p.36) notes that the media in an attempt to educate, inform and entertain have some negative effects on the audience. In this case, deliberate attempts were made to misform or disinform the public about the infection and vaccination. No wonder the Director General of World Health Organisation, Dr Tedros Adhanom Ghebreyesus declared that the fight against COVID-19 was two-fold; the fight against the virus and the fight against infodemics (United Nations). Infodemics here refers to rumours, myths and controversies peddled in the media with counterproductive effective to ongoing enlightenment campaign.

Conceptual Clarification

Like we have mentioned earlier, mass media campaigns are pivotal for the success of public health awareness and prevention. Mass media campaigns are

strategic, deliberate and target specific issues with the aim of positively influencing the behaviour of the public in favour or against certain behavioural patterns. According to Wakefield, Loken & Hornik (2014), "mass media campaigns are widely used to expose high proportions to messages through routine uses of existing media, such as television, radio, and newspapers." In addition, Wakefield etal (2014) point out that, "typical campaigns have placed messages in media that reach large audiences, most frequently via television or radio, but also outdoor media, such as billboards and posters, and print media..."

From the foregoing, it is glaring that the choice of media to use for campaign is crucial. Where the choice does not factor the audience and the overall impact of the medium to be used, then the result may not be optimally realised. For instance, a mass media campaign targeted at the rural folks may not be effective if television was used to transmit the messages of the campaign. However, in terms of reach and spread, television and radio are most suitable. In other words, mass media campaign for rural areas should take into cognisance the use of radio because of accessibility. As a matter of fact, radio is affordable and extensive in reach.

Expectedly, COVID-19 since its outbreak has received wide coverage from both international and local media. Infact, COVID-19 has been a regular feature on the pages of newspapers news bulletins of television. Similarly, Apuke & Omar (..) opined that there is a need for the public to get adequate health literacy and information that would help in curtailing the spread of COVID-19 and that can be achieved through the media. The media by default have been programmed to educate, create awareness and inform the public as the pandemic lasts. As a matter of fact, the media for the better part of the year 2020 reeled out daily update on infection, recovery and death rates from the virus. The media indeed set the tone for public discourse. As a priority, deliberate and conscientious attention was given to the reportage of this infectious disease thereby giving prominence to it as burning issue. This is even so given the ban on travels across many countries in the world. This is also coupled with the fact that businesses had gone comatose. According to *Punch Newspaper*, February 3, 2020, German Sportswear company Adidas had announced that it was temporarily shutting a "considerable" number of its 12,000 outlets in China due to the coronavirus outbreak. As reported by Reuters, the company had acceded to the fact that the fast-spreading virus was having a negative impact on its business. The same applied to Nike Inc and Hugo Boss which have closed some stores in China. In the same vein, Puma had to shut its factories as precautionary measure against the dreaded coronavirus pandemic. Some of these steps were taken as preventive measures to safeguard the human capital from further devastation as a result of the pandemic.

Review of Empirical Studies

Since the outbreak of the pandemic, researchers have been busy at work examining and analysing myriad of issues surrounding COVID-19. Nevertheless, the focus of our review is to examine related literature on Mass media enlightenment with regards to COVID-19 vaccination. Santas & Kente (2020) in

their study explored the surveillance role of the media in public awareness on COVID-19 in Nigeria. The study which x-rayed the role of the media admits to the fact that Mass media play invaluable role as far as public awareness is concerned but however cautioned against fake news. Similarly, Anwar, Malik, Raees & Anwar (2020) aver that the media among other responsibilities played a worldwide role in coronavirus disease tracking and updates through live updates dashboard. Like the study done by Santas & Kente, Anwar etal advocate for government support to curb misinformation and disinformation.

Furthermore, in a cross sectional survey of 401 particiants from three Local Government Areas in Delta North, Central and South Senatorial Districts carried out in December 2020, Josiah & Kantari (2021) using data collected by Google forms were analysed using Microsoft Excel and SPSS and the results are as follows: for COVID-19 knowledge, 75.6% of respondents were aware of the cause and 81.2% had knowledge of mode of transmission. For preventive measures, 77.6% practice social distancing, 65.6% hand washing, 61.6% use of hand sanitisers and 67.6% wearing of masks. Also, 76.6% knew about the vaccine in development, 53.9% were aware of Nigeria's interest in rolling out the vaccine.

From the foregoing, it is obvious that awareness is being created but there are certain dysfunctional roles peddled in the media that are anathema to mass media impact. Our paper submits that beyond government intervention to nip infodemics in the board, there should be deliberate efforts to engage opinion leader’s especially religious leaders in chatting a way forward.

Methodology

The study employed the library research technique to generate needed data for the study. Related literatures were accessed from secondary sources to gather data to execute the study. The data were extracted from online materials, textbooks, journals and periodicals.

Theoretical Framework

This study is hinged on agenda setting and social responsibility theories. The agenda setting theory was proposed by McCombs and Donald Shaw in 1972/1973 (Never cited in Santas & Kente, 2021). The theory holds that the importance attached to issues is determined by the media. As a matter of fact, most of the pictures registered in our subconcious emanate from what we read, listened to or watched in different Mass media. Similarly, Wimmer & Dominick cited in Asemah (2017,p.75) observe that the theory on agenda setting by the media proposes that the public agenda or what kinds of things people discuss, think and worry about is powerfully shaped and directed by what the media choose to publicise.

From the COVID-19 experience, it is obvious that the mass media in their enlightenment campaign gave prominence to COVID-19 and its related health concerns and safety measures. In fact as the figure escalated astronomically, the print and electronic media continually projected developments on the virus to the public and it was the focus of discussion. As for the media i.e. newspaper and

magazine, this was demonstrated in the headlines, frequency of report, space allocation (front page, middle page or back page) and layout. As for electronic media (radio and television), the airtime allocation, news panorama and programming are indications of how the media set the tone for public discourse.

Social Responsibility theory is an offshoot of the libertarian theory. The theory came into existence following criticism of the libertarian theory by scholars who believe that it had outlived its relevance and was prone to abuse. According to McQuail cited in Asemah (2017, p.48), "the social responsibility theory owes its origin to the Commission on Freedom of the Press. Here, freedom is not absolute. In this case, the journalist or mass media as purveyor or news must be purveyor of truth and fairness. Relating this theory to our study, it is pertinent that media in the process of enlightenment must not infringe on the rights of others or exaggerate stories. At the core of this is the fact that it is the responsibility of the media to enlighten the public during global crisis like this nature.

The Controversy Surrounding COVID-19 Infection and Vaccination in Nigeria

There have been raging controversy as to the existence of COVID-19 in Nigeria in particular and Africa as a whole. This has polarised the perception of people about COVID-19. In the first place, there was the prognosis given about Africa that there would be dead bodies littered everywhere on the streets of Africa. In an April 10, 2020 interview with CNN, American philanthropist Melinda Gates expressed her belief that the coronavirus pandemic will have the worst impact in the developing world. Gates (2020), foresees bodies lying around in the street of African countries. On the contrary, her forecast did not come to manifestation. Instead, the robust health system of the West was overstretched and threatened with an astronomically high death toll. There is also the myth that coronavirus was a disease targeted at the rich to the exclusion of the poor citizens but the truth of the matter is that infectious disease transmission does not differentiate the rich from the poor. What is paramount here is for safety protocols to be observed in order to avoid exposure of a person to the disease. It is, however, puzzling that in the midst of the pandemic's vicious resurgence, many still see it as a ruse, while others simply term it a 'rich man's disease.' Ironically, this view is not only being spread among the uneducated, a few elite nurse it. For instance, in March 2020, Governor of Mexico's Puebla State, Luis Miguel Barbosa, said: "if you are rich, you are at risk, but if you are poor, you are not."(*Vanguard News*, August 3, 2021).

Similarly, there is the postulation in some quarters that the dreaded coronavirus is non-existent as such there can be no contraction of the diesease. This happens to be the views of the index case in Benue State, Mrs Susan Idoko. Even when the test result showed that she was positive to the virus, she vehemently opposed to sue Nigerian Centre for Disease Control for isolating her. In fact at some point, she refused for her blood sample to be taken but for the intervention of the Minister of Health, Dr Osagie Ehanire, she obliged and her sample was taken. According to *Sahara Reporters*, May 16, 2020, Idoko who tested positive to the virus about 53

days ago, had been in constant face off with NCDC and the Nigerian Government after insisting she did not have the virus.

The same situation also applied to Kogi State Government who considers coronavirus as a mere shenanigan and nothing more. Onyeji (2020) observes that within the space of 120 days, Kogi State government did not record any incidence of infection nor death resulting from the virus. According to *Premium Times*, October 29, 2020, the Kogi State Governor, His Excellency Yahaya Bello reiterates that ninety percent of the noise about COVID-19 is for political, economic, financial (or) material gain. The other 10 percent (relates to) ordinary flu like the common colds Nigerians generally suffer. It is the same viewpoint shared by the Governor of Cross River State. According to His Excellency, Prof Ben Ayade, there was no need for social distancing since people are already wearing face masks.

With some of the controversies on infection x-rayed, let us look at the controversies surrounding the vaccination. According to Nigerian Medical Association (NMA) Rivers State Chapter, the global officially recorded cases of COVID-19 stood at 80 million and over 1.7 million deaths recorded. Given the exponentially rising cases of the ravaging COVID-19 necessitated the urgency in providing safe effective vaccine to curb the trend. As a matter of fact, public attitude towards COVID-19 and interventions like vaccination varies considerably as the access to knowledge (Josiah & Kantari, 2021).

From the above, it is obvious that concerted efforts have been exerted to ensure that vaccines are discovered and mass produced to stem the escalating cases of COVID-19 globally. Despite this milestone, there are divergent opinions on the credibility or otherwise of these vaccines that have been rolled out. While some celebrate this feat, others show reservations about the vaccines based on reality of the situation, religious affiliation, education, employment status, income, knew a person with COVID-19, self-reported susceptibility to COVID-19, and individual agreement with effectiveness of government COVID-19 interventions (Josiah & Kantari, 2021). As a matter of fact, the insinuations of fifth columnists on the vaccine seem to be a drawback to the efforts so far made. The fifth columnists are of the believe that unlike other vaccines, the COVID-19 vaccines rolled out have to do with genetic mutation which may alter the genetic configuration in the human body with attendant health challenges in the end.

The other concern stems from the expected doses for a country of over 200 million people. According to Obinna (2021), "criticisms over the expected doses and the possibility of achieving the right storage of the vaccines from the Pfizer-BioNTech version donated by COVAX facility." According to the Executive Director of the National Primary Health Care Development Agency, NPHCDA, Faisal Shuaib, the doses were meant for about 50,000 vulnerable Nigerians, frontline workers and health workers. He however promised that 100,000 doses of COVID-19 vaccine would be shipped to the country. As for the preservation of the vaccine, the Federal Government procured 2100 cubic ultra cold chain facility in Abuja. However, experts are concerned about the temperate nature of the country, noting that Nigeria did not have adequate storage facilities to hold vaccines at the

required temperature of minus 70/80°C required for the Pfizer version of the COVID-19 vaccines recommended by WHO.

In the crave for remedy to the COVID-19 palaver, Nigeria took delivery of the Madagascar concoction for further laboratory tests. The Madagascar tonic, based on the plant Artemisia annua which has anti-malarial properties, did not receive the approval of World Health Organisation before declaring it fit for treating COVID-19. As a matter of fact, Madagascar had affirmed its decision not to participate in the COVAX global initiative for the access to COVID-19 vaccines (Africanews, November 27, 2020).

Media Enlightenment Campaign Strategies in Containing COVID-19 in Nigeria

Given the dimension of spread of COVID-19 and its attendant consequences, World Health Organisation proactively declared the novel infectious disease a global pandemic and prescribed steps for countries to domesticate for implementation. As a country, Nigeria complied after the first index case was reported in the country. Some of the included travel bans, lockdowns, erection of temporary isolation centres, and the setting up of COVID-19 Presidential Task Force headed by the Secretary to the Government of the Federation, Boss Mustapha. Similarly, states had to set up their own COVID-19 Task Force team. The Nigerian Centre for Disease Control, NCDC was actively engaged in capacity building and collection of samples for testing. In addition, there was daily situation room report on the number of infections, recoveries and deaths as applicable (NCDC).

In demonstrating commitment to this course, the Lagos State Government had advised travelers returning from China and any other country where cases of coronavirus have been reported to observe self-quarantine on arrival in Lagos. The State Commissioner for Health, Prof Akin Abayomi said, "during unsupervised self-quarantine, we expect persons concerned to respond to the State advice act as responsible citizens". In providing health guide, Prof Abayomi added that during self-quarantine period, careful attention must be taken to identify if a person develop symptoms including but not limited to headache, cough, sore throat, fever, chest pain, chills shortness of breath, breathing difficulties and pneumonia. The novel coronavirus infection has an incubation period of five to fourteen days. In other words, if you have been in China or any other country that is now experiencing coronavirus transmission from person to person, you may become unwell after a period of five to fourteen days of your return (Punch Newspaper, February 3, 2020).

In all of this, the mass media were involved in the sensitisation campaign. In earnest, the mass media gave prominence to COVID-19 and related issues. As available tools, the mass media were engaged in enlightenment of the public on the nature of the disease at stake and the precautionary measures that needed to be taken to limit person-to-person or community transmission. As a matter of necessity, the mass media in its sensitisation role set the agenda for discussion. It sets the tone for public engagement.

As a strategy, follow up on survivors of the virus is done in order to secure their approval for an interview or interaction. When testimonials are heard from such people, confidence is activated for those in similar situation or may be in such a predicament in future. It is the reassurance that there is hope in a seemingly impossible situation.

Through mass media sensitisation campaign, public institution whether private or government have been mandated to observe the necessary COVID-19 safety protocols. One of such measures is ensuring that both members of staff and the public work in compliance with the safety guide which include: the use of hand sanitiser, wearing of mask, and keeping social distance.

Furthermore, it is important to state that the outbreak of COVID-19 has expanded the horizon of virtual interaction . Instead of physical copies convergence of people the social media through the aid of internet has been creating opportunity for people to meet virtually. In taking the lead, the Federal Executive Council introduced virtual meetings. As condition for the reopening of schools after the protracted lock down, virtual classes were meant to be incorporated. As a matter of fact, across the continents of the world, meetings which required physical presence were converted to virtual meetings. In effect, conferences, interview sessions, classes and even some church congregants follow virtually.

Conclusion

Mass media sensitisation campaign plays vital roles in public awareness as it relates to COVID-19 infection and vaccination. It is therefore important to conclude that the penetrating effect of the mass media is not in doubt but using the right media for the right audience with the right strategies will propel the right result into reality. It is therefore expedient that while COVID-19 is given priority attention, other infectious diseases like Lassa fever, tuberculosis etc. should not be ignored. They should be given adequate attention as well. Like India and Saudi Arabia, Nigeria should be able to manufacture its own version of the Astrazeneca vaccine in order to allay fear of climate as regards temperature of the vaccine. Health practitioners must be adequately remunerated to discourage brain drain. Mass media sensitisation campaign for rural dwellers must be strategically designed to stimulate measurably desired result.

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EVALUATION OF MASS MEDIA CAMPAIGNS IN SUSTAINING OF NIN REGISTRATION IN NIGERIA: A STUDY OF ONITSHA RESIDENTS

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Abstract

The researchers examined mass media campaigns in sustaining of NIN registration in Nigeria among Onitsha residents. The aims of the study were to: Examine whether Onitsha residents are aware of mass media campaigns on National Identification Number registration in Nigeria, find out whether the mass media NIN registration campaigns influence Onitsha residents to register or link their Subscriber Identification Module (SIM) card to NIN and ascertain the mass media channels through which Onitsha residents obtain information on NIN registration campaigns in Nigeria. The survey research method was adopted. Findings revealed that most of Onitsha residents are aware of mass media campaigns on National Identification Number registration in Nigeria. Further findings indicated that mass media NIN registration campaigns influenced Onitsha residents to register their SIM cards greatly and 38% of the respondents obtained information on NIN registration campaigns in Nigeria through radio medium, followed by television medium. The study concludes that the mass media are in the forefront of campaigns on NIN registration. The mass media in Nigerian should sustain the campaigns on National Identification Number registration in Nigeria. This will create more awareness and make more Nigerians to register or link their SIM cards to NIN.

KeyWords: Mass Media, Campaigns, NIN, Registration Onitsha, Residents

Introduction

On December 15th, 2020, the Nigerian Government gave a directive to telecoms operators within two weeks (which was later extended) to link subscribers' registered SIM cards on their networks to their National Identification Number, which is issued by the National Identify Management Commission (NIMC) within

two weeks or risk blockage of their cards. The announcement, however, triggered outrage on social media, with many civil society organizations to sue the Federal government for ordering the integration of SIM cards with NIN. While members of the House of Representatives urged the Nigerian Communication (NCC) to extend its ultimatum to block phone numbers without by 10 weeks.

However, the Federal Government later approved the extension of the deadline to October 31, 2021. The decision to extend the deadline was made following a request by stakeholders to accommodate registration in hard-to-reach remote areas, foreigners and diplomatic missions, diaspora and address low enrolments in schools and hospitals, as evidenced by enrolment statistics. As at July 24, 2021, there are over 5,500 enrolment systems within and outside the country and this would significantly ease the NIN enrolment process and subsequent linkage of NIN to SIM. Also, the NIN-SIM linkage also makes it easier for the security agencies to carry out their statutory duties and the relevant parastatals under the Ministry of Communication and Digital Economy are supporting them as required. According to a statement signed by Kayode Adegoke, Head, Corporate Communications, National Identify Management Commission. There are now a total of 59.8Million unique NIN enrolments, with average of 3 to 4 SIMs per NIN (www.vanguardngr.com).

However, there are various media campaigns on the need for Nigerian to participate in the NIN-SIM registration. This is because; there is a symbiotic relationship between the media and the society. The role of media in national development lie in their capacity and capability to teach, manipulate, sensitise and mobilize people through information dissemination (Ucheanya, 2003 as quoted by Ezegwu, Asodike and Ekezie, 2017). The mass media is seen as channels for dissemination of mass communication messages (like the NIN-SIM linkage). They make it possible for the messages to reach far-flung heterogeneous audiences simultaneously. They mass media are immediate transmitters of information and they make mass communication possible. Basically, the roles of the mass media include to: inform, educate and entertain. They elevate individual and group issues to the level of public discussion (Anibueze, 2009). Thus, this study evaluates mass media campaigns in sustaining of NIM Registration in Nigeria, with emphasis on Onitsha residents in Anambra State.

Statement of the Problem

Nigeria is often regarded as a power house in Africa because of its popularity, population, sports, large economy, large and diverse ethnic nationality and military might. In most cases Nigerian government churns out its policies without consulting the people, and the people are compelled to adopt or imbibe to these policies, even when they are not aware of such policies or programmes. The directive by Nigerian government that telecoms operators should link subscribers' registered SIM cards on their networks to their National Identification Number is generating mix reaction across the country. Some people said it is herculean task to link all their numbers, others say it is sudden, while most people said they are not aware of such directives.

Nonetheless, the degree of mass media campaigns on NIN-SIM linkage will inform members of the public on the need to imbibe and participate in the policy. Thus, no wonder that the mass media has long been recognized as a powerful force for shaping how we experience the world and ourselves. There is no literature or study on mass media campaigns on SIM-NIN registration in Nigeria. Hence, there is need to fill the knowledge gap. The problem is: Are Onitsha residents aware of National Identification Number registration campaigns on mass in Nigeria? What is the attitude of Onitsha residents towards the mass media campaigns on NIN registration in Nigeria?

Objectives of the Study

The specific objectives were to:

1. Examine whether Onitsha residents are aware of mass media campaigns on National Identification Number registration in Nigeria.
2. Ascertain the mass media channels through which Onitsha residents obtain information on NIN registration campaigns in Nigeria.
3. Determine the attitude of Onitsha residents towards the mass media campaigns on NIN registration in Nigeria.
4. Find out whether the mass media NIN registration campaigns influence Onitsha residents to register/ link their Subscriber Identification Module (SIM) card to NIN.

Research Questions

Based on the research objectives, the following research questions guided the study.

1. Are Onitsha residents aware of mass media campaigns on National Identification Number registration in Nigeria?
2. What is the mass media channels through which Onitsha residents obtain information on NIN registration campaigns in Nigeria?
3. What is the attitude of Onitsha residents towards the mass media campaigns on NIN registration in Nigeria?
4. To what extent did mass media NIN registration campaigns influence Onitsha residents to register/link their SIM cards to NIN?

Literature Review

Mass Media and Expected Roles in the Society

The media has been variously defined by scholars of mass communication among which media is referred to as a collective means of communication by which general public or populace is kept informed about the day to day happenings in the society. The media is also said to be an aggregation of all communication channels that use techniques of making a lot of direct personal communication between the communication and the public. While Mass media is a collection of organs of communication and information dissemination that reaches out to a large number of people (Bamidele, 2019).

Mass media have become part and parcel of our human existence and we cannot afford to exist without them. Thus, in the campaigns for NIN registration, the mass media can ginger, mobilize, persuade, shape and mold opinion of Nigerians through the presentation of factual information, interpretation through editorials, analysis of events and set agenda for national discourse on while Nigerians should link SIM card to NIN or register as well. Rodaman (2006) observes that the media serve as gate-keepers who determine what news people are exposed to and these news are shaped by a wide range of economic, ethical and legal considerations.

The news media play a vital role in the proper functioning of democracy. Lekwa and Anyaogu (2016), note that without the proper functioning of the mass media, openness and accountability will be very rare in the contemporary society. It is not an argument that in contemporary world, there is a lot of dependence on information received from the media; radio, television, newspapers, social media, magazines, community media, traditional media, books, films etc. Not only are the mass media the main source of most people's views of the world; they are the fastest ways known to transmit information throughout an entire society. Mass media set an agenda for discourse in our society.

In democratic society, according to Anyakoha (2020), the mass media are expected to play the following roles: (i) Convey information to the people (ii) Provide a forum through which the governed could react to government policies and activities (iii) Assist in the articulation and pursuit of national interest (iv) Monitor the performance of government with a view to preventing their deviation from clearly stated objectives (v) Assist in setting an agenda of priorities in the social, cultural, political and economic development of the nation (vi) Function as an agent of modernization (vii) Provide informed criticisms on viable alternatives, among a host of others. The mass media are saddled with the responsibility of informing, educating and entertaining the public. In fact, the government and the governed seem to recognize this role when they refer to the media as the Fourth Estate of the Realm.

Review of Empirical Studies

Ezegwu, Asodike & Ekezie (2017) examined Anambra audience reaction to media coverage of "change begins with me" campaign. The study adopted survey research method. The researchers found that Nigerian mass media rarely report the change begins with me campaign very regularly. Government owned media report the campaign more often than privately owned media and Anambra residents were not satisfied with the manner the media report the campaign. The researchers recommended among other things that the Nigerian media should be at the forefront of promoting appluadable government policies and programmes like the "change begins with me" campaign.

Duru & Morah (2017) studied effective communication and the implementation of open government partnership (OGP) in Nigeria. The researchers adopted library study approach. The researchers opine that the mass media have played a part in ensuring good governance in the country, through its traditional roles. The

researchers also observed that the absence of some critical communication stakeholders in the OGP implementation process, capacity gaps, as well as poor professional and ethical regulations have already done a great blow to the process. The authors recommended an alternative plan for implementing the OGP which include the communication stakeholders been participatory.

Bassey (2019) studied the effectiveness of communication strategies employed for adult education campaigns in Cross River State. The researcher used qualitative research method. The researcher found that the adult and non-formal education unit in Cross River State is aware of and uses communication strategies such as advocacy and social mobilization in its literacy campaign. The researcher recommended that social mobilization, using volunteers should be the dominant communication strategy, thus allowing for participatory communication at all levels.

Oji (2018) examined government opinion in support of its communicated anti-corruption polices. Using survey design, the researcher discovered that awareness level of anti-corruption communication was very high at 95 percent. It was also found that the level of citizen participation does not wield enormous influence on the support for communicated anti-corruption policies in the South-South, Nigeria, as citizen are not effectively moblised against corrupt practices. The study recommended that the Federal government should constitute a high power committee of eminent scholars of communication with a brief on drafting a communication document that can help drive home the salient issues in the current anti-corruption war.

Ezegwu, Udoyo and Ezeji (2021) examined awareness and knowledge of the National Social Investment Programmes of President Buhari's Administration among rural dwellers in Edo State, Nigeria. The objectives of the study were: to ascertain whether rural audience are aware of Social Investment Programmes of Buhari's administration and to find out which of the Social Investment Programmes they have knowledge about. The study employed Focus Group Discussion method to elicit data from the participants across three Senatorial districts in Edo State. The findings revealed that some rural dwellers in Edo State do not have knowledge of Social Investment Programmes of Buhari's administration. Most of them could not identify some of the Programmes. It was found that their main source of information about the programmes were mainly through friends, family members, and community leaders. The study recommended that the government should consider the use of tradotronic media (integration of the traditional and electronic media in message sharing and dissemination) and community media to propagate its economic policies agenda and carry the masses along in their day to day activities.

The reviewed works showed there is knowledge gap and literature in the area of mass media campaigns on National Identification Number registration in Nigeria. No study has been carried out in that area. This is a major lacuna this study aims to fill.

Theoretical Framework

The study is anchored on Knowledge Gap Theory. Tichenor, Donohue and Olien at the University of Minnesota initially proposed the theory in the 1970s. They believed that every member of the society does not evenly acquire the increase of information in society. People with higher socio-economic status tend to have a better ability to acquire information. This has brought about two groups; a group of better-educated people who know more about things and those with low education who know less. The theory therefore assumes that the spread of information in a society can bring about an increase in gap between people of lower and higher socio-economic status (Asemah, 2011).

The knowledge gap theory of the mass media simply holds that the more media information increases in our social system, the more the knowledgeable in our society gets more knowledge, thereby creating a gap between the more educated and less educated. Naveed (2015) opine that knowledge gap theory is concerned mainly with information and knowledge and emphasizes that knowledge is not distributed equally throughout society: there are haves and have-nots with regard to information just as material wealth information is very important in our society because any developed country depends on well-informed citizens. In relation to this study, the KAP model helps us to understand whether Onitsha residents in Anambra State are aware and have Knowledge of the National Identification Number registration campaigns on mass in Nigeria.

Methodology

The survey design was adopted for this study due to the nature of the study. Survey as a research instrument focuses on a representative sample derived from the entire population of a study. According to Creswell (2012), survey research designs are procedures in quantitative research in which investigators administer a survey to a sample or to the entire population of people to describe the attitudes, opinions, behaviours, or characteristics of the population. This method is appropriate and suitable because it involves evaluation of mass media campaign in sustaining of NIM registration in Nigeria: A study of Onitsha residents.

The population of this study comprises Onitsha residents estimated at one million and four hundred and eighty three thousand (1,483,000) people based on the National Population Census projected figure of 2020. Onitsha is the commercial nerve centre of Anambra State. Residents of the city are made of people from different ethnic groups and other countries. The sample size was determined by using the Krejcie and Morgan online calculator method. The method says when the population of study fall between 1000000 and above. The sample size is therefore 384

Sampling Technique

The multi-stage sampling procedure was used in this study. Multi-stage sampling is a sampling technique that involves two or more stages of selection. At first stage, the population was categorised into 8 clusters comprising major streets

and their surrounding feeder roads in Onitsha. The reason is that it ensured easy access and to remove any cluster error. At the second stage, forty eight (48) respondents were purposively selected from each of the clusters to make a total 384 respondents. The reason for using purposive sampling technique at this stage is to ensure that the researchers focused on particular characteristics of a population that are of interest, which generates answers to research questions. While at the third stage, available sampling technique was used to distribute copies of research questions to available adults (between 18 years and above). This is because of the mobile nature of the respondents. Therefore, those that were available and accessible during the time of the study were given copies of the questionnaire.

Table 1: Distribution of the sampling frame in Onitsha

Cluster	**Sample Size**
Awka Road	48
Nkisi Road	48
Ezeiweka Road	48
Venn Road	48
Upper Iweka Road Cluster	48
Oguta Road Cluster	48
Onitsha/Owerri Road Cluster	48
Limca Road	48
Total	**384**

Data Presentation and Analysis

The percentage method was used in data analysis and presentation. Out of 384 copies of questionnaire administered to respondents in Onitsha, in Anambra State, only 362 (94%) were returned and found useable, thus giving the questionnaire a mortality rate of 22 (6%). Therefore, only 362 copies of questionnaires were used for the purpose of data analysis. The demographic data of the respondents indicates that 195 (53%) are females, while 167 (47%) are males. The age brackets of the respondents indicates that 18 and 27 (36%) accounted most, while the age bracket of 48 and above (15%) were the smallest number of the respondents sampled. Further analysis revealed that unemployed respondents were 109 (31%) most. The analysis showed that 245 (68%) respondents were married while 117 (32%) are single.

Table 2: Whether Respondents in Onitsha are aware of mass media campaigns on National Identification Number registration in Nigeria

Responses	**Frequency**	**Percentage**
Yes	297	82
No	24	6

Can't say	41	11
Total	**362**	**100**

Source: Field Survey, 2021.

Table 2 reveals respondents' awareness of mass media campaigns on National Identification Number registration in Nigeria, majority (82%) of the respondents said they are aware. The implication is that many of the respondents are aware of mass media campaigns on National Identification Number registration in Nigeria.

Table 3: Mass media channels through which the respondents obtain information on NIN registration campaigns

Responses	**Frequency**	**Percentage**
Radio	139	38
TV	106	29
Social Media	72	20
Newspapers and Magazines	45	13
Total	**362**	**100**

Field Survey: 2021

The data above indicates that the mass media channels through which the respondents obtain information on NIN registration campaigns. From the analysis above most (38%) of the respondents obtain information on NIN registration campaigns through radio medium, followed by television with 29%. The least is newspapers and magazines with 13%.

Table 4: Attitude of Onitsha residents towards the mass media campaigns on NIN registration in Nigeria

Responses	**Frequency**	**Percentage**
Positive	261	72
Negative	47	13
Can't say	54	15
Total	**362**	**100**

Table 4 reveals attitude of Onitsha residents towards the mass media campaigns on NIN registration in Nigeria. The significance of the data above indicates that majority (72%) of respondents showed positive attitude towards the mass media campaigns on NIN registration in Nigeria.

Table 5: Showing extent mass media NIN registration campaign influence Onitsha residents to register/link their SIM cards to NIN

Responses	**Frequency**	**Percentage**
To a large extent	154	42
To an average extent	119	33
To a little extent	66	18
Not really	23	6
Total	**362**	**100**

Field Survey: 2021

The data above shows extent mass media NIN registration campaigns influence Onitsha residents to register/LINK their SIM cards to NIN. One hundred and fifty four (42%) respondents said it influenced them to a large extent. While 23 (6%) respondents said not really. This means that mass media NIN registration campaign influenced Onitsha residents to register/link their NIN to a large extent.

Discussion of Findings

Analysis of data gathered from this study revealed that 83 % of the respondents (Onitsha residents) are aware of mass media campaigns on National Identification Number registration in Nigeria. This finding agrees with the application of knowledge gap theory of the mass media in the study. The knowledge gap theory of the mass media simply holds that the more media information increases in our social system, the more the knowledgeable in our society gets more knowledge, thereby creating a gap between the more educated and less educated. Also, Asemah, (2011) adds that the theory assumes that the spread of information in a society can bring about an increase in gap between people of lower and higher socio-economic status.

Also, it was found that the mass media channels through which majority (38%) respondents obtain information on NIN registration campaigns in Nigeria was through radio medium, followed by television with 29%. The least were newspapers and magazines with 13%. The channel or medium through which a message is disseminated is very essential in the communication process. In support of this, Hassan (2013) opines that the channel is an important component of the communication process, because it is the vehicle through which messages are carried in the sender-receiver continuum.

It was discovered that majority (72%) of Onitsha residents showed positive attitude towards the mass media campaigns on NIN registration in Nigeria. Further finding revealed that mass media NIN registration campaigns influenced Onitsha residents to register or link their SIM cards to NIN to a large extent. This showed that the media helped to sensitized and mobilized Onitsha residents to participate in NIN registration in Nigeria. Akinwale (2010) asserts that the media helps to keep the public informed, it entertains, educates, sets standards and establishes values for public conduct. The traditional role of the media to facilitate the exchange of information, educate and enlighten the citizens has long been identified as very crucial. According to Suleiman (2018), the media function to keep the citizens abreast of development, expose them to new ideas, and serve as veritable platform for them to contribute to the quality of government's policy, and to the good governance of the nation.

Conclusion

The aim of the study was to evaluate mass media campaigns in sustaining of NIM registration in Nigeria, especially among Onitsha residents in Anambra State. The

media contributes immensely to socio-economic and political development in the society. It is impossible to achieve any significant development in the society without the media. The study concludes that most of Onitsha residents are aware of mass media campaigns on National Identification Number registration in Nigeria. The study found that mass media NIN registration campaigns influenced Onitsha residents to register their and linked SIM card to NIN greatly. The study affirmed that majority of the respondents obtained information on National Identification Number registration campaigns in Nigeria through radio medium, followed by television. The least were newspapers and magazines with 13%.

Recommendations

Based on the findings, the study recommends, among others:

i. The mass media in Nigerian should sustain the campaigns on National Identification Number registration policy in Nigeria. This will create more awareness and make more Nigerians to register link or their SIM card to NIN.

ii. Media Stations in Onitsha and its environs should mobilize more Nigerians to register or link their SIM card and obtain their National Identification Number.

iii. Since most residents of Onitsha said they are influenced by the mass media campaigns, effort should be made by media stations to package and design messages that will attract and appeal to the residents and ginger them to register or cue-in to the government directives.

iv. Government should use community media to effectively inform the people in semi-urban and rural areas about this National Identification Number linkage or registration. This is because community media are often the most practical, useful and effective method in reaching people, especially in rural areas. These media include community radio (generator or battery-powered FM transmitters), community bulletins or flyers and loudspeakers or megaphones.

v. The Federal government should continually use mass media campaigns to reach and change people's attitude towards its developmental programme and policies.

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EFFECT OF INFORMATION AND COMMUNICATION TECHNOLOGY ON JOURNALISTS IN MAKURDI BENUE STATE

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Abstract

Information and communication technology (ICT is now an indispensable tool for information dissemination. This serve to support postulation that electronic communication will write the world through the internal and turn the world to a global village. This study therefore focuses on information technology as it affect the media and its efficiency in the dissemination of information as well as their effect on journalists in Makurdi. The research employ survey method to elicit data from the 110 respondents. The media dependency theory best anchor the research. Major finding of the research indicate information and communication technology has greatly affected so many journalists in Makurdi positively as many audience are well informed of happenings around their environment and concludes that ICT has given exposure to products and services offered to the public as it has linked the people to the entire world. The research recommends that there should be improved services in the use of internet services so that journalist could disseminate information swiftly to the audience in Makurdi.

Keyword: ICT, Internet, Media, Globalization, Digitization

Introduction

The advent of information and communication technology has made communication much easier and less expensive. It has attracted many people and penetrated into their lives. Today, information and communication have significant impact in all spheres of life-social, educational and commercial-through the aid of

technology. Technology helps to overcome the barriers of time, cost and distance associated with these needs.

According to Ogunsola (2005) information and communication technology (ICT) has become a major tool for learning, work, recreation and innovation. It has become the key enabler and currency of this era of information age that information and communications technology (ICT) is the driver.

The impact of information and communication technology on the media is quite obvious; information technology has improved the away and manner the media carry out their traditional functions of informing, educating and entertaining the audience.

Adigwe (2010) observed that with information and communications technology (ICT), news processing and news reporting is immediate, timely, and helps reduce the space constraints 'the death of distance'. This information and communication Technology (ICT) has revolutionized news processing, news packaging, and news reporting, ICT facilitates news processing and reporting thereby ensuring immediacy and timeliness of new content to its audience.

Oketumlbi (2005) stated that it is contestable that Marshal McLuhan had information communication technology (ICT) in mind several decades ago when he coined the phrase "global village" to prophesy that the electronic communication would unite the world. But certainly, that prophecy is a living reality as the internet has turned the world into a global village.

According Akin (1988) commented that information and communication technology has created a dynamic situation in which one can communicate instantaneously, spontaneously and simultaneously at the interpersonal and mass communication levels, with people who may be located in the next room, or dispersed among the farthest continents. Indeed, the importance of information communication technology as a tool for news processing to the media as a whole cannot be overemphasized.

It is against this backdrop that this research work intends to investigate the effect of information and communication technology on Journalists in Makurdi , Benue State.

Statement of the Problem

The effect of ICT is obvious and this has improved the way the media carry out its function of informing, educating and entertaining the audience. This study therefore sets out to investigate the effect of information communication technology on Journalists in Makurdi , Benue state

Objectives of the Study

1. To find out the effect of information communication technology (ICT) on media products and services.
2. To examine the role of information and communication technology (ICT) on the lives of Journalist in Makurdi.

Research Questions

1. How has information and communication technology affected the media products and services?
2. What is the effect of information technology development on the media in Makurdi.?

Review of Related Literature

Concept of ICT

ICT means Information and Communication Technology. It is a broad concept that combines telecommunications, computing and broadcasting devices. It covers any product that will store, retrieve, manipulate, transmit or receive information electronically. These include communication devices and applications like television, radio, computer, cellular phones, satellite systems, network hardware and software, and the various services and applications associated with these, including video conferencing.

However, like most such broad concepts, there has not been a generally accepted definition for ICT. This implies that there are varieties of definitions of this concept

In the words of Akir (2006), ICT is a term that refers to stand- alone computers, networked devices and telecommunication technologies with multimodal interface, mobile phones/devices with capability to perform data communication, and other technologies that allow multimodal and interactive communication.

The National Policy for Information Technology (2007) sees ICT as computers, ancillary equipment, software and firmware (Hardware) and similar procedures, services (including support services) and related resources. This, according to the policy, "includes any equipment or interconnected system or subsystem of equipment that is used in the automatic acquisition, storage, manipulation, management, movement, control, display, switching, interchange, transmission or reception of data or information. In the same vein, citing computers, the internet, broadcasting technologies (radio and television), and telephony as examples, Tinio (2006) defines ICT as diverse set of technological tools and resources used to communicate, and to create, disseminate, store, and manage information.

It has been mentioned that ICT is a broad field. The definitions above are obvious attempts to incorporate this wide-ranging concept into one definition. This leaves the definitions with keywords that depict the different aspects of ICT. The different aspects of ICT can be discerned from its definitions as the definitions are obvious attempts to incorporate the wide-ranging nature of the concept into one designation. These include devices and applications like television, radio, computer, cellular phones, saffidliie systems, network hardware and software, and the various services and applications associated with these, including video conferencing Tinio, (2006).

Furthermore, Nkanu (2006) identify computers, photocopiers, CD-ROM Databases, printers, videotapes, and audio tapes as some examples of ICT. It is obvious that these examples are themselves umbrellas covering other subordinate units, thus requiring further breaking down.

Using the computer to illustrate this breakdown, it is known to have hardware and software components. The software can further be broken down into system or application software; and some examples of application software include Microsoft Word, Excel, PowerPoint, Oracle, Photoshop, Corel draw, Microsoft Outlook, Internet explorer etc (Nkanu, 2006)

However, for the purpose of this research, the definition of ICT is to include the internet. This is due to the obvious fact that no single research can take on all the different aspects of ICT at the same time. The Internet is a worldwide interconnection of computers that allows for sharing of resources, and which accessibility is not limited by time and space.

ICT has assumed a very crucial status globally. This followed its acknowledgement as a vital tool in societal development. A formal journey to this acknowledgement began in the UN's Millennium Summit of September 2000 when the General Assembly of the United Nations adopted the Millennium Development Goals (MDGs). Others are improving maternal health; combating HIV/AIDS, malaria and other diseases; ensuring environmental sustainability; and developing a Global Partnership for Development (United Nations, 2006; United Nations, 2005). The WSIS issued the Geneva Declaration of Principles, the Geneva Plan of Action, the Tunis Commitment, and the Tunis Agenda (World Summit, 2003a; World Summit, 2003b; World Summit 2005a; World Summit, 2005b). The outcome of these summits laid emphasis on the potential of ICT in achieving the MDGs. The Global e-Schools and Communities Initiative (GeSCI) is another example of global concern/commitment to ICT; and it is an outcome of WSIS. It was established in 2004 with the mandate of harnessing the efficacy of new technology in strengthening education and communities around the world. The founding members of GeSCI are the United Nations and the Governments of Switzerland, Canada, Sweden and Ireland. Bracey and Culver (2005)

Wolak, Mitchell and Finkelhor, (2002) cited in Campbell (2000.) reported that communication through the Internet makes it easier for people who are shy of meeting someone for help but are eager to get help. There has always been a strong relationship between the development of new technologies, major social transformations, and changing definitions of what it takes to be a literate person (Newburger, 2000).

It is estimated that there are 550 billion individual documents on the web as of 2000 (Bergman, 2001). The amount of publicly available digital information is growing every day. The concept of a digital divides between the haves and have-nots in the USA and globally is nearly a decade old, and it remains a constant concern, especially in a global perspective.

Literature Review

It is no longer contestable that Marshal McLuhan had information communication technology (ICT) in mind several years ago when he stated that the electronic communication world unite the world into what he described as “global village”; as today that prophecy has become a living reality as the internet in

particular and information communication technology in general have turned the world into a global village, Stanford (1999).

The year 1938 will stand out in the history of the development of television globally because that was when the receiving gadget emerged in the markets earlier on the radio were the available means of communication in Nigeria and other African countries.

Accordingly, the Federal Office of Statistics (FOS) started conducting periodic, but unpublished census of computer installation in Nigeria. In 1984 published computer statistics began and with Makurdi both federal and state ministries parastatals and agencies had to key into the new era of information and communication technology in order to participate in the global arena, (Igbolo, 2009).

The most significant trend in information communication technology is its multi-media approach which entails adding live and video to personal computer, literally many homes in Nigeria and Makurdi in particular have been affected and the attendant reaction of the audience is the unprecedented patronage of the services rendered especially by the conventional media, like television and radio.

Akpan (2002) notes that, although one of the major characteristics of the broadcast media audience that differs from the print media is that one has to be educated in order to comprehend the content of the print, whereas there is no direct link with educational attainment before one can listen to radio or view a television. One may wish to add here that, the major objectives are carried out through specific modes of communication. These include news announcements, documentaries, drama, music, films, and poems, among others.

For most media out fits in Nigeria and Makurdi, in particular the conversion from analogue to digital media practice has greatly enhanced the mode of operation in all spheres.

Kombol (2008) commented the new technologies have provided a wealth of opportunities for creating new forms of instance, the environment of conventional forms of communication such as high definition and broadcasting new formats of music and video recording, high quality digitally printed materials etc. all of which are part and parcel of or have greatly enhanced their mode of mass communication.

Sambe (2007) posits that with the advent of information communication, information can be sent around the world in seconds, with these technologies news can reach people when it happens. The new communication media which is digital in nature offers specific facilities and services. A digital technology has significant effects on both technologies especially in television which to switch to any of the channels of their choice so long as they subscribe to it.

Onyewuenyi (1994) observes that, most computer graphics create exciting commercials or advertisements on television. Furthermore, most employers of labour now in Makurdi and elsewhere in Nigeria demand that for one to be employable he or she must be information and communication technology (ICT) complaint. It will suffice here to add that, since we are in the computer age, efforts are being on at every strata of or society to make sure that the people of Makurdi

key into these possibilities brought by the this new technology in order not to be left behind hence the world has become a global village.

According to Ekeh (2009) the world is becoming increasingly interconnected through a sundry of changes are taking place, some of which evade our attention mainly because we are more concerned about the changing, changes enter our lives through technology, consumer product new thoughts.

Ogunsola (2005) that, information communication technology has affected social and cultural process. This is seen in the fact that, different cultural backgrounds interact with each other in all spheres of life more intensively than before. In his contribution of the impact of media via information and communication technology on the people of Makurdi and elsewhere in Nigeria, Oketunmbi (2005) that as human communities share their experiences through global networks through the media, a greater cultural understanding develops that may improve the lives of individuals and families said differently, is the shaping of one-line communities.

Atkin (1998) commented that, all these changed in the lives of the people in Makurdi, brought about as a result of the role of information and communication technology through the media have substantially impacted on most families which is the strategic social nit where division of labour, social role play and collective decisions for members.

Kombol (2008) notes that the most profound impact is the changing gender roles and securing women place in the work place, the empowerment of women in turn changes the hierarchical role distribution that works against women both in the family and society at large. Today's jobs are mostly information and communication technology based, require intensive skills.

The Role of Media in Nigeria

The media in Nigeria and elsewhere have been apportioned a strategic role in the polity because it is not only seen as the watch dog of the society but also the mouth piece and the channel through which the government makes known to the public its policies and programmes Akpan (2002).

The media constitute intervening variables in government society relation (Sambe, 2012). This explains their position as a bridge between the government and the people. The press in the course of its operation as the fourth estate of the realm is of the judgment responsibility in applauding government achievement and constructively criticising. One wishes to add here that, Nigerian nascent democracy is as much as the people have the right to be well informed. It is imperative therefore, that the media feeds the people with accurate information and make them active participants in policies affecting their destiny. These could be achieved, through communication with citizenry for national development.

However, it is the media that can garnish such information to the people at large constantly and regularly. Onabani (2004) observes that the media can reach the largest section of the society directly or through secondary relationship and viewership, regularly, instantly and also intimately almost every hour of the day.

Review of Empirical Studies

Some researchers have conducted studies in the areas that are related to this study. Ugwoke (2011) conducted a study on the effective of Information and Communication Technology (ICT) for repositioning business education programmes in tertiary institutions for national development in Nigeria. The major purpose of the study was to determine effective of ICT for repositioning business education programmes in tertiary institutions for national development in Nigeria, Specifically the study sought to ascertain the extent of ICT in business education in tertiary institutions in South East zone of Nigeria. The study was guided by three (3) research questions and three null hypotheses. The study adopted a descriptive survey design. A population of three hundred and thirty-eight (338) final year students and lecturers were used. The population consisted of two hundred and seventy-six final year students and sixty-two lecturers in business education in the institutions under study. A structured questionnaire was used for the study and was validated by five experts from the University of Nigeria, Nsukka and Nnamdi Azikiwe University Awka with the internal consistency of 0.82. Mean and standard deviation and the t-test were used to the research questions and hypotheses respectively. The findings include that; the Information and Communication Technology (ICT) tools were for the dissemination of information.

Ajayi and Ekundayo (2009) carried out a study on the application of ICT in Nigeria secondary schools in Ondo and Ekiti states. The purpose of that study was to examine the level of availability and capacity for using the ICT facilities in secondary schools. The study was guided by three research questions using descriptive survey design. The study found that there was lack of ICT facilities in schools with the teachers and students lacking required competency skills to use the facilities. Further findings revealed some of the challenges of using ICT including irregular power supply, poor net-work connectivity, and lack of government support. The difference in that study and the present study is that the former aimed at examining the extent of ICT application in schools in Ondo and Ekiti states, the present study intends to determine the effect of ICT on Journalists in Makurdi Benue state

Similarly, Damkor, and Haruna (2015) examined the role of ICT in Key-stone Bank limited in Makurdi, Marketing, and Kwararafa University Wukari. The study observed that Nigeria still experience a lag in implementation of ICT and this continue to widen the digital divide and access to ICT facilities. The study employed survey method to carry out the research and concludes that despite the challenges, ICT still play a role in education and media sector. The study recommends that efforts should be made by government to improve electricity supply so as to make use of ICT.

Theoretical Framework

This research is anchored on the media Dependency theory.

The media dependence theory posits that the more a person depends on the mass media for self fulfillment, the more important the media will be to that person, and therefore, the more impact the media will have on that person.

According to Defleur (1996) the media need to understand one's social world (surveillance). They need to act meaningfully and effectively in that world (social utility) and finally the media need to escape from what that world when tensions are high.

In this argument, Nwawene (2001) posits that, so many people have to depend on information technology to solve most of their problems and the media which would not want to be left out, innovations leading to high quality of output is necessary and every strata of the society need to key into it in order to remain relevant.

Accordingly, Oketunmbi (2007) notes that it is incumbent on the media to report so that people will be aware of what is going on hence everybody in the community will be watching on the media.

However, Baran (1999) criticised the theory arguing that it is often difficult to empirically verify some information given by the various media house, at times the figures given will vary from one media outfit to the other. Sometimes, the meaning and power of dependency is unclear and the theory lacks power in explaining long term effect of certain events.

Methodology

For this research, the survey method will be used. This is because the study survey issues in relation to use of ICT in journalism practice in the society. This method according to Saunder (1997) allows the collection of a large amount of data from a sizeable population in a largely economical way based on questionnaire, those data are standardized allowing easy comparison.

Population of Study

The population of this research is 110 consisting mainly journalists and some audience of media. The population used in verifying the validity of this research were reporters, studio managers, technical crew, news editors and producers of NTA, Radio Benue, The voice and Pavilion all in Makurdi metropolis. This is because they are essentially the ones that carry out the task of news gathering and dissemination.

Sample Size Determination

For the purpose of this research, a sample size will be determined by random selection of journalists in Makurdi. A total of eighty –eight journalists were selected from one hundred and ten population. The choice of Taro Yamene's formular was informed by virtue of its suitability in the determination of sample size from a heterogeneous population , Okwandu (2004)

A calculation of sample size is shown below:

$$S = \frac{N}{\quad}$$

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

Where

S =Sample

N = Population

E = Error margin

$$S = \frac{N}{1+N\,(e)^2}$$

$$= \frac{110}{1+110(0.05)^2}$$

$$= \frac{110}{1+110x0.0025}$$

$$= \frac{110}{1.2425}$$

= 88.5

Method of Data Analysis

The data collected from the questionnaire used in this research work was analysed using simple percentages.

Data Presentation, Analysis and Findings

Table 1: Sex

Response	Frequency	Percentage
Male	79	77.5
Female	23	22.5
Total	**102**	**100**

Source: Field survey, 2021

The data on sex distribution shows that .5% were made while 22.5% were female from the table. There is a clear indication that more of the male folks were available for the research than their female counterpart. The study also reveals that the males are more than the female in Makurdi.

Table 2: Age

Response	Frequency	Percentage
30 years/below	37	36.3
31 – 44	49	48.1
45 and above	16	15.5
Total	**102**	**100**

Source: Field survey, 2021

The computation of age distribution of respondents shows that, the age distribution of 31-44 has the highest percentage of about 48.1% compared to 30 years and below which has 36.3% and 45 and above having 15.5%.

Table 3: Occupation

Response	Frequency	Percentage
Farming	7	6.9
Journalism	95	93.1
Total	**102**	**100**

Source: Field survey, 2021

The occupational distribution of journalist has the highest percentage of respondents with 93.19, farming has 5.9%. Based on this respondents, it is discovered that journalists constituted the highest response when it comes to information and communication technology vis-à-vis the media and its role in information dissemination in Makurdi and elsewhere in Nigeria, than other group like farming.

Table 4: Marital Status

Response	Frequency	Percentage
Single	23	22.5
Married	57	55.7
Divorce	22	21.5
Total	**102**	**100**

Source: Field survey, 2021

The computation above shows that the married have the highest percentage of 55.9, followed by the single with 22.5% and the divorce with 21.5%. The position of the married as the highest is connected with the fact, information and communication technology in hence with the media in Makurdi is a sceneries business as such; respondent people are involved given birth a number of media men and women.

Table 5: The effect of information and communication technology on media in Makurdi.

Response	Frequency	Percentage
Low	29	28.4
High	63	61.8
Average	10	9.8
Total	**102**	**100**

Source: Field survey, 2021

The table shows that 61.8% of the respondent rated the impact of information and communication technology as high given that massive response by the media outfits to convert from analog to digital and the readiness of the general public who are ever willing to use this new technology.28.4% said that the effect of ICT is low, while 9. 8% are of the opinion that the effect of ICT is within the average.

Findings from the analysis above shows that, there is a huge effect on journalists because it enhances the job performance, and on the public who consume the products offered by media via information and communication technology due to the ever increasing demand of the digital products and services by people in

Makurdi, for instance, every household in Makurdi has a phone or handset as it is popular now.

Table 6: The effect of Information and Communication Technology on the lives of Journalists in Makurdi.

Response	Frequency	Percentage
High	58	56.9
Low	35	35.3
None of the above	8	7.8
Total	**102**	**100**

Source: Field survey, 2021

From the computation above, the response shows that 56.9% of the respondents are of the view that the media plays a vital role in Makurdi in disseminating information to its final consumers; given now that it has embraced information and communication technology and that because it has gone digital, people get information on events as soon as they occur. Thirty – five percent of the people claim that even with the presence of the media in Makurdi, the effect on Journalist is low. Seven point eight percent of the respondents did not agree on whether the effect of the media on journalist is high or low.

Summary and Conclusion

In this study, the researcher tried to analyse information and communication technology, the changing role of media in Nigeria: A case study of the impact of information and media development in Makurdi Benue State.

This research concludes that the media is the most powerful tool of communication and that people should have it. This underscores the fact that the evolution in media via findings information and communication technology has greatly affected so many lives in Makurdi positively as most people are well informed of happenings around their environment.

Recommendations

Findings of this research work have pointed to the fact that, information and communication technology have come to stay and are playing a major role in media development in Makurdi, Benue State and elsewhere in Nigeria.

1. Information and communication technology should improve the quality of services rendered so that journalists could make effective use of the internet.
2. Another recommendation is that, there is need for ICT to improve inter- net services in Makurdi, So that journalists can use the service to enhance effective dissemination of information to the public.

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ROLE OF DEVELOPMENT JOURNALISM TO EFFECTIVENESS OF N-POWER PROGRAMME IN KOGI STATE, NIGERIA

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Abstract

The core role of Development Journalism in any nation is to inform, educate, and entertain. This research looked at the role of Development Journalism in N-power PovertyAlleviationprogramme of the Federal Government between 2016-2020. It studied how Development Journalism helped enlightened the public and the Government on the rate of poverty in Nigeria and focused more on how the beneficiaries are empowered after exiting the programme in 2020. The research adopted survey method in eliciting data from the beneficiaries in Kogi State. The researcher used Taro Yamane's formula and arrived at sample of 388 from the 12,964 batches A and B of the programme in Kogi State. 5 Likert scale was used. Structured questionnaire used and 382 copies of the questionnaire completed and returned which the researcher used for data generation, analysis and presentation. The study found out that the role of Development Journalism in N-power programme is laudable but more efforts are required by Development Journalists in ensuring that the Government is kept abreast with the issue of unemployment in Nigeria. It equally found out that the beneficiaries maybe absorbed in the Federal Civil Service. The study concludes that N-power programme has alleviated poverty in the State but a lot is required to sustain the empowerment of the graduate and non graduate youths.. The study recommends that the Development Journalism should be encouraged so as to canvass for poverty alleviation programmes in Kogi State and the entire country at large to alleviate the sufferings of the populace.

Keywords: Development Journalism, N-power, Impacts, Poverty Alleviation, Role, Assessment.

Introduction

It is a fact-proven assertion that no government of any nation thrives successfully to the benefit of the masses without Development Journalism playing the roles of informing, educating, entertaining and influencing the government to carter for the identified needs of the masses. Bringing development to the people at the grassroots in a democratic setting is a role exclusively played by the Development Journalism organisations in any nation hence, every democratic government must recognise the importance and role of Development Journalism in Nigeria.

Rogers (2003, p. 573) states that "a widely participatory process of change in a society, intended to bring about both social and material advancement (including

greater equity, freedom and other valued qualities) for the majority of the people through their gaining greater control over their environment"

The media perform the role of teaching, informing, educating and entertaining the public, in addition to encouraging socio-economic and political development in nations of the world, Nigeria inclusive. It is not an overstatement that Nigerian media give prominence to politics and business issues while development reporting is scarcely covered, thereby affecting the development and growth of the nation. Development Journalism may not be new but it is still a novelty in Nigerian setting since we are yet to embrace its potentiality. The importance of the media in any society cannot be overemphasized and through the advent of technologywhich has made it a global village (Duke, Brown &Talabi, 2017).

There is no distinct poverty measure put in place by Nigerian Government to ascertain when an individual or people are rated to be poor in a community but the factor many consider to measure poverty line in Nigeria is determined by per income household determinism. Poverty line is divided into Upper line and lower line. According to a World Bank Overview (2016), "the upper poverty line is N395.41 per person annually which is two-thirds of the mean value of consumption. The lower poverty is N197.71 per person annually which is one-third of the mean value of consumption. If you fall under the lower poverty line, you are considered extremely poor while if you fall under the upper poverty line you are considered to be moderately poor".

Between 2001 and 2011, surveys carried out by Harmonised Nigeria Living Standard Survey (HNLS, 2016) and Multiple Indicator Cluster Survey (MICS, 2015) respectively, show that 23.22% children in Nigeria were living in extreme poverty and 70.31% were in the devastating state as a result of poverty (Survey, 2016).

In 2016, Nigeria entered her first recession in 25 years. Due to lack of information on extremely huge informal sector of the economy although, poverty may have been overestimated at around 60% more with the current GDP figures (Yusuf, 2014 & Nigeria's Economy Report, 2018).

As at 2018, population growth rate was higher than the economic growth rate which led to a slow rise in poverty. World Bank report in 2018 indicated that half of the population in Nigeria was living below poverty line ($2 per day) and unemployment peaked at 23.1%. Poverty in Nigeria can also be caused by political instability in the country. However, many of the poverty alleviation programmes have largely failed to overcome the three reasons for this persistent poverty (Ngbae, & Achunike, 2014).

Looking at the role of DevelopmentJournalism in enhancing development-oriented programmes in a country, Embu (2000) cited in Asemah (2011, p. 114) states that "development communication is the art and science of human communication applied to the speedy transformation of a country and the mass of its people through what Rosario-Braid describes as the identification and utilisation of appropriate expertise in the development that will assist in increasing participation of intended beneficiaries at the grassroots level".

Groping into the poverty level in Nigeria today, it is worthy of notice to state the kind of development Journalism role in awakening the Federal Government to the sole realisation that there is poverty in the land. The Buhari's administration on the 8th of June, 2016 launched a Poverty Eradication Programmes (PEP) known as National Social Investment Scheme (NSIS) popularly called N-power to reduce poverty amongst graduates and non graduates in Nigeria.

According to Sanni (2020), "the scheme is created for unemployed graduates and non graduates between the ages of 18 and 35. It is a paid programme of a two-year duration aimed at engaging beneficiaries in their states of residence in batches with batch 'A' consisting of two hundred thousand (200,000) volunteers and batch 'B'having three hundred thousand (300,000) volunteers making it five hundred thousand (500,000) volunteers with a monthly stipend of thirty thousand Naira (N30,000.00)".

Statement of Research Problem

Many Poverties alleviation programmes of the past such as, Operation Feed the Nation (OFN) of 1976, National Poverty Eradication Programme (NAPEP), in 2001, Subsidy Reinvestment and Empowerment Programme (SURE-P), 2012 have all failed to achieve its' desired objectivesdue to poor monitoring and evaluation and effective communication strategy. It is on the above premise that this study seeks to ascertain the role of Development Journalism in emancipating Nigerian youths from poverty as a result of the N-power Programme of the Federal Government and to assess if the N-power Programme has positively impacted the beneficiaries from 2016-2020 of batches "A & B" respectively in Kogi State.

Objectives of the Study

The main objectives of this study is to investigate the effectivenessof the N-power Programme of the Federal Government under PresidentBuhari amongst the following:

1. Examine the role of the development journalism in the N-power Programme of the Federal Government in alleviating poverty in Kogi State.
2. Assess the extent at which the N-power Programme of the Federal Government has impacted the beneficiaries in Kogi State.
3. Ascertain measures initiated by the Federal Government to ensure that the beneficiaries are empowered after their disengagement from the N-power Programme.
4. Determine the effectiveness of the Development Journalism's role in sustaining the N-power Programme in Nigeria that will keep youths in Kogi State empowered.

Research Questions

From the above research objectives, the following questions were advanced to elicit data from the N-power beneficiaries in Kogi State. These research questions are:

1. What roles have Development Journalism in Nigeria, played on N-power Programme that tends to alleviate poverty rate amongst the graduates and none graduates in Kogi State?
2. To what extent has the N-power Programme alleviated poverty level amongst the graduates and none graduates youths in Kogi State?
3. What are measures initiated by the Federal Government to ensure that the beneficiaries of N-power Programme in batches A&B in Kogi State are empowered after their exit?
4. To what extent has the Development Journalism in Nigeria been effective in sustaining N-power Programme in alleviating poverty in Kogi State?

Literature Review

Over the years, successive governments in Nigeria have made concerted efforts towards the elimination of poverty to the minimal level by engaging in multifaceted Programmes aimed at alleviating poverty. During the presentation of the 1976 budget, the then Head of States Gen. Olusegun Obasanjo announced a proposed policy similar to a back to earth movement tagged Operation Feed the Nation (OFN) which was formally launched in May 1976, National Poverty Eradication Programme (NAPEP), in 2001, Subsidy Reinvestment and Empowerment Programme (SURE-P), 2012.

In UN report of 2016, Nigeria was ranked 152nd in terms of living standards out of the 188 countries studied. The unemployment rate reached 42% with 80 million citizens forced to live for $1.25 a day which means, they stepped beyond the poverty line. “At the beginning ofBuhari’s term, he spoke of comprehensive and ambitious plans, drew attention to the factors that caused past activities to be unsuccessful. The issues of school feeding, support of youth organizations, small business representatives were touched upon his phase Programmes should gradually rid the Nigerian population of the problem of poverty” (Sun news, 2017).

The N-power Programme started on the 8th ofJune, 2016 with 200 graduates and non-graduates volunteers forming the first batch 'A” with a monthly stipend of N30,000.00 for the period of two years and another 300 graduates and non-graduates forming the batch “B” with same amount and duration of service. Buhari’s first poverty alleviation Programme tagged N-power was under the supervision of the Vice President Prof. Yemi Osinbajo and later moved to the ministry of Humanitarian Affairs, Disaster Management and Social Development under direct supervision of the hon. Minister Sadiya Umar Farouq.According to (N-Power, 2021), skills and knowledge are the driving forces of economic growth and social development of any great nation. Despite the present level of unemployment, harnessing the country's young demography through appropriate skills development efforts provide opportunities to achieve inclusion and productivity within the nation. Large-scale skill development is the main policy thrust of the N-power Programme.

The N-power Categories that Tend to Alleviate Poverty

The N-power Programme is categorised into four main categories for the graduates and two categories for the non graduates volunteers in the National Social Investment Scheme (NSIS) in an available information on the N-power website (2021),

i. **N-power Agro**. The N-power Agro volunteers provide advisory services to farmers across the country with solid dissemination of farming knowledge aggregated by the Federal Ministry of Agriculture and Rural Development in the area of extension services.
ii. **N-power Health.** N-power Health volunteers engage in improving and promoting preventive healthcare in their communities to vulnerable members of the society including pregnant women, children and families to individuals.
iii. **N-power Teach**. N-power Teach volunteers help improve basic education delivery in Nigeria. They are used as teachers in secondary and primary schools to cushion the effect of manpower shortage in Nigeria education sector.
iv. **N-power Tax**. N-power Tax volunteers are selected to work as Community Tax Liaison Officers (CTLO) to work in their state of residence. They help in tax collection in their respective communities which serves as their Places of Primary Assignments (PPAs).

The Non Graduates' Categories

The non-graduates' categories in the N-power Programme are in two categories designed to train and empower non graduates with skills that can help the selected volunteers to help themselves in achieving a better life after undergoing training and certification programme.

i. **N-power Knowledge**. The N-power knowledge is designed to equip the selected non graduates volunteers on eight innovation hubs across the country to provide incubation and acceleration of technologies and creative industries. After the training, the selected volunteers get equipped withdivers' business skills that will help them be engaged in the marketplace outsourcing capacity as; freelancers, employees, and entrepreneurs.
ii. **N-power Build.** N-power Build is an accelerated training and certification (skills to job) programme that takes 75,000 non graduates out of poverty by getting new skills to building and highly competent workforce of technicians, artisans and service professionals.

N-power Requirements for Registration

According to N-power, (2021), the volunteers require to do the following as requirements for qualifications for selection: The applicants must Pass an online relevant test, 18-35 year required, must be unemployed graduates or undergraduates, must have problem solving skill, must be able to undertake self-tutorship, must present BVN, Bank account number and name, NYSC certificate, phone number, passport photographs. Non graduates should present; ND and NCE certificate and the E-mail address

The N-power Package for the Exited Beneficiaries

According to the minister of Humanitarian Affairs and Disaster Management, Sadiya Umar Farouq, the Buhari's administration has packaged the sum of three hundred thousand naira (N300,000.00) each for the exited volunteers to enable them take care of themselves after the disengagement from the N-power Programme to pave way for Batch "C" volunteers to come in. The Buhari's Government has set aside the sum of seventy-five billion naira (₦75, billion) for disbursement to the beneficiaries while few of the volunteers would be absorbed into the federal Civil Service (eduschoolnews, 2021).

Importance of Development Journalism in Developing Nations.

As part of the delivery or implementation strategies, funds which are earmarked for communication activities, multimedia campaigns are also launched in order to facilitate constant and continuous flow of information, ideas, experience and expertise between the development projects and the beneficiaries in Urban and rural areas (Guru, 2016). There should be a synergy among the key players of development in any community by building a communication system that fosters mutual understanding of developmental needs. The key players are the Development Communication journalists, religious leaders, political leaders, community leaders, women representatives and the use of appropriate channels like the new technologies in communication.

According to UNDP report (2001, p. 02), "many of the current ICT examples are just the beginning. The potential of these new technologies will depend on adaptations to the conditions in the developing countries, especially for users. Much will depend on innovations (technological, institutional, and entrepreneurial) to create low-cost, easy to use devices and to set up access through public or market centers with affordable products".

The World Bank (2010) called upon the policy makers to decentralize and democratize the new Media networks and operations in order to bridge the digital device and facilitate active participation of the beneficiaries in the process of rural development. Knowledge gap is an important determinant of a persistent poverty combined with the notion that developed countries already possess the knowledge required to assure a universally adequate standard of living.

Social Media for Development Journalism

A new age of social media networking has begun with the commendable technological advancements and applications. Medoff and Kaye (2011:8) observe: "The Social network sites (SNS) are typically used to send email, photos and videos to the close associates who are interested in creating and expanding existing social ties. Social Media sites tend to be perceived as places to widen social circles, to make friends, and to find personal information. The social network sites, Twitter, blogs, instant messaging and other online and smartphone activities have facilitated participatory communication from development point of view".

Guardian (2011, p.11) reports the advantage of Facebook thus: Facebook has many features, including posts messages, disseminate personal information, upload and share photos, chat, as well as invite friends to an event. Facebook users take advantage of smartphones like applications on simpler phones". The Facebook has also revolutionized the concept of participatory communication by killing the hierarchy of distance and other factors which impeded the process Communication hitherto.

Theoretical Framework

The study has Development Media Theory by Dennis McQuail to guide the study to a logical conclusion.

Dennis McQuail propounded the theory in 1987 and it seeks to explain the normative behaviors of the press in a nation that is classified as a developing nation. According to Asemah (2011), Development Media Theory works perfectly in a nation that lacks inadequate supply of required communication infrastructures.

The theory assumes as follow:

i. The media should be used to harness development to the nation.
ii. The media should anchor or mediate between the masses and the government to ensure development that will benefit all and sundry in the nation.
iii. Freedom of the press should be opened to restrictions according to the economic priorities and the Development needs of the society.

The theory is applicable to a situation like Nigeria's Economy quagmire where youths are unemployed and poverty takes over the land. The theory is aptly applicable to the call for Government's all-inclusive programmes that will ameliorate the sufferings of the masses like the N-power Programme in the country. The development Journalism experts keep reminding the Government and the public on the need to radically eradicate poverty which lead to the N-power Programme of the Federal Government on poverty alleviation in Kogi State.

Review of Empirical Studies

Haruna (2020) conducted a research on the N-power poverty alleviation programme in Kogi Stste. He concluded that the N-power programs provides succour to the poor in the State. He say " with 78% response rate by the respondents, the team N-power providing succor to the less-privileged young Kogites. Over 12,000 Kogites have benefited from the N-power scheme".

Enimola, Juwon and Nafiu (2019) when they carried out research to access the N-power poverty alleviation programme in Kogi State. They concluded that the majority of the youths in Kogi State are not interested in learning skills that will empower them but interested in the N30,000.00 monthly stipend

Akujuru & Enyioko (2019) carried out a research on the N-power programme in Rivers State to ascertain the impact of N-power programmes on the youths empowerment to alleviate povertyand found out that " the major factors that affected the implementation of N-power programmes included: Insufficient information, non-payment of stipend to participants as at when due, bribery and

corruption, wrong bank verification number (BVN), overbearing hands of politicians in the programme etc. Their study concluded that there is significant relationship between N-power programmes and empowerment of the youths in Rivers State".

The study found that the major factors that affected the implementation of N-Power programmes included: Insufficient information, non-payment of stipend to participants as at when due, bribery and corruption, wrong bank verification number (BVN), overbearing hands of politicians in the programme etc. It is evident and conclusive that: There is significant relationship between N-Power programmes and poverty alleviation in Rivers State and there is significant relationship between N-Power programmes and empowerment of the youths in Rivers State. The study therefore recommends that the authorities concerned should promote rural development through N-Power programmes

Research Methodology

Survey research design was used for the study. Odii (2012) says, survey is appropriate in audience research that involved ascertaining opinions, attitudes, views and beliefs. However, a total of 388 questionnaire were distributed, 382 were retrieved and was used to analyse the data.

Population of the Study

The Population for this study were N-power beneficiaries in Kogi State. A total of 12,964 N-power beneficiaries were posted to serve in different categories of the N-power ranging from N-Teach, N-Health, N-Agro, and N-Tax in the 21 local government of the State compromising the Batches A & B 2016-2019 (N-Power, 2019).

Sample size and Techniques

The study used questionnaire for data generation in the survey. The researcher adopted structured questionnaire. Simple random sampling technique was employed by the researcher to elicit information from the beneficiaries of the 21 Local Government N-power in KogiState on the impacts of the poverty alleviation programme in the State. Approximately, 18 beneficiaries from each local government in the state were requested to respond to the questionnaire distributed. The researcher distributed the questionnaire to the beneficiaries, waited and collected them same day. The researcher mainly used KogiN-powerWhatsApp group to reach some of the respondents who attended to the questionnaire. The respondents were provided with options to tick where necessary in the boxes provided to supply needed data that would help the researcher to draw conclusion on the subject matter.

The study used Taro Yamane (1967) in determining the sample size. Using the Taro Yamane's formula,

$n= n/1+N (e)2$

Where n = sample size

N = Population of the study
E= Tolerable error (0.05)
n = 12,964/ 1+12,964(0.05)2
n = 12,964/1+12,964(0.0025)
n = 12,964/1+32.41
n = 12,964/33.41
n = 388

Data Presentation and Analysis

The researcher presents data gathered as follow. Out of the 388 copies of thequestionnaire distributed, 382 which was 98% of the distributed questionnaire, were completed and returned which means that 2% suffered mortality in the process of collection as the researcher could not get them from the respondents due to circumstances beyond explanation.

Table 1. Sex Distribution of the Respondents

S/N	Sex	Frequency	Percentage (%)
1	**Male**	298	78
2	**Female**	84	22
	Total	382	100

SOURCE: Field Survey, 2021.

Table 1 shows that 78% of the respondents were male and 22% were female.

Table 2. Age Distribution of the Respondents

S/N	Age	Frequency	Percentage (%)
1	15-25	42	11
2	26-35	340	89
3	36-45	0	0
4	46 and above	0	0
	Total	**382**	**100**

SOURCE: Field Survey, 2021.

Table 2 shows that 11% of the respondents were aged between 15-25, and 89% were aged between 26-35.

Table 3: Educational Qualification of the Respondents

S/N	Education	Frequency	Percentage (%)
1	FSLC	0	0
2	SSCE/GCE	0	0
3	OND/NCE	42	11
4	HND/DEGREE	340	89
	Total	**382**	**100**

SOURCE: Field Survey, 2021

Table 3 shows that 11% of the respondents were holders of OND/NCE while 89% were holders of HND/DEGREE qualifications.

Table 4: Categories of the Respondents

S/N	Occupation	Frequency	Percentage (%)
1	**N-Tax**	84	22
2	**N-Agro.**	46	12
3	**N-Health**	106	28
4	**N-Teach.**	140	37
5	**Artisans**	4	1
	Total	**382**	**100**

SOURCE: Field Survey, 2021.

Table 4 shows that 22% of the respondents were N-Tax, 12% were N-Agro., 28% were N-Health, 37% were N-Teach and 1% was a non-graduate artisan

Table 5: Research question one. What do you consider to be the role of the Development Journalism in the effectiveness of N-power poverty alleviation programme in Kogi state?

S/N	Category	Frequency	Percentage (%)
1	Investigating and reporting poverty rate in Nigeria to the Government to initiate poverty alleviation programme.	124	32
2	Educating the public about the poverty rate in Nigeria	72	19
3	Analysing the global poverty index to the notice of the Government.	80	21
4	Informing the Government about the danger of massive unemployment in the country	106	28
	Total	**382**	**100**

SOURCE: **Field Survey, 2021.**

Table 5, shows that 32% of the respondents held that the Development Journalism in Nigeria, investigated and reported the poverty rate to the Government, 19% held that the Development Journalism helped educating the public on poverty level in Nigeria, 21% held that the Development Journalism helped analysing the global rating of Nigeria's poverty index, and 28% helped informed the Government on the danger of massive unemployment in the country.

6: Research Question Two. To what extent has N-power programme alleviated poverty or empowered graduates and non graduates youths in Kogi State?

S/N	Category	Frequency	Percentage (%)
1	Very great extent	89	23
2	Great extent	43	11
3	Undecided	18	5
4	Low extent	232	61
5	Very low extent	0	0
	Total	**382**	**100**

SOURCE: Field Survey, 2021.

Table 6 shows that 23% of the respondents said that to a very great extent, N-power programme has alleviated poverty level in Kogi State, 11% maintained that to a great extent, the N-power programme has alleviated poverty in Kogi State, 5% held that they could not decide whether or not the N-power programme has alleviated poverty in Kogi State and 61% held that the N-power programme has to a low extent alleviated poverty in Kogi State.

Table 7: Research Question Three. What are the measures put in place by the Government to empower the beneficiaries of N-powerprogramme after exit**?**

S/N	Category	Frequency	Percentage (%)
1	The Government has Initiated plan to absorb some N-power beneficiaries into the Federal Civil Service in Kogi State	304	80
2	The Government has Initiated plan to give out the sum of N300,000.00 to the exited members so as to enable them get themselves empowered in Kogi State	74	19
3	I do not know about the plan of the Government for the exited N-power beneficiaries inKogi State	4	1
4	I do not want to talk about N-power programme in Kogi State.	0	0
	Total	**382**	**100**

SOURCE: Field Survey, 2021.

Table 7 shows that 80% of the respondents were aware of the Government's plan to employsome of the exited N-power beneficiaries into the Federal Government's Civil Service and they love the plan, 19% were aware of the Government's plan to pay N300,000.00 to the exited members to empower themselves with the money and they love the plan, and 1% of the respondents did not know anything about the Government's plan for the exited N-power beneficiaries in Kogi State.

Table 8: Research Question Four. To what extent do you think that the Development Journalism has been effective in sustaining N-power programme to alleviate poverty inKogi State?

S/N	Category	Frequency	Percentage (%)
1	Very great extent	92	24
2	Great extent	80	21
3	Undecided	12	3
4	Low extent	188	49
5	Very low extent	10	3
	Total	**382**	**100**

SOURCE: Field Survey, 2021

Table 8 shows that 24% of the respondents held that to a very great extent, Development Journalism has been effective in sustaining N-power programme in Kogi State, 21% held that the Development Journalism to a great extent has been effective in sustaining N-power programme in Kogi State, 3% held that they could not decide whether or not the Development Journalism has been effective in sustaining N-power programme in Kogi State, 49% held that to a low extent, the Development Journalism has been effective in sustaining N-power programme in Kogi State and 3% held that the Development Journalism has to a very low extent been effective in sustaining N-power programme in Kogi State.

Discussion of findings

The major findingof this study was to ascertain the role of development journalism to the effectiveness of the N-power programme of the federal government of President Muhammadu Buhari. It was meant to provide answers to the four research questions raised by the researcher which include: to Examine the role played by the development journalism in the N-power Programme of the Federal Government in alleviating poverty in Kogi State, to assess the impacts of the N-power Programme of the federal government on the beneficiaries after their exit from the programme, ascertain measures initiated by the federal government to ensure that the beneficiaries are empowered after their disengagement from the N-power programme and, to determine the effectiveness of the development journalism's role in sustaining the N-power programme in Nigeria that will keep youths in Kogi State empowered. From the data gathered from the field, the study has revealed as part of its major findings in table 5 answering research question one with the highest percentage of (32%)that the development journalism plays the major role of investigating and reporting poverty rate in Nigeria to the government. It also found out in table 6 which answers research question two with 61% being the highest response that to a low extent, the N-power programme has alleviated poverty in Kogi State.

It equally revealed in table 7 which answers research question three with the highest percentage of 80%that the N-power beneficiaries are aware of the federal government's intension to absorb some exited beneficiaries into the federal civil service. This finding underpins the study carried out byEnimola, Juwon and Nafiu (2019) when they carried out research to access the N-power poverty alleviation programme in Kogi State. They concluded that the majority of the youths in Kogi State are not interested in learning skills that will empower them but interested in

the N30,000.00 monthly stipend. It is in congruence with this study because, the beneficiaries of the N-power were only interested in being absorbed into the federal civil service to be collecting salaries and not learning independent skills to be self-reliant.

Finally, finding worthy of note in table 8 which answers research question four with highest percentage of 49% which revealed that to a low extent, the development journalism has been effective in the N-power poverty alleviation programme in Kogi State.

Conclusion

In any nation, if development journalism does not exercise its duties of informing, educating, entertaining the public on the need for development-oriented Programmes that will help to better the lives in the country.The N-power Programme that has thirty-thousand-naira (N30,000.000) monthly as stipend for the volunteers across the thirty-six (36) states in the country including the Federal Capital Territory (FCT), Abuja has helped in reducing poverty level in the country as each beneficiary within the 2years Programme earned more than seven hundred and twenty thousand naira (N720,000.00) with additional iPadfor the Batch "A" beneficiaries.

Kogi State had 12,964 beneficiaries who were gainfully engaged in the poverty alleviation programme of the Buhari's Administration in Nigeria.

Recommendations

Based on the above findings, the following recommendations are given below:

1. That the Development Journalism should be encouraged to enhance more developmental ideas that will generate employment for the graduates in Kogi State and the nation at large.
2. That the N-power Programme of the Federal Government should be fully supported as a continuous poverty alleviation programme that would continue to ameliorate poverty amongst the youthsin Kogi State.
3. That the measures initiated by the Federal Government to ensure that the beneficiaries are empowered after their disengagement from the N-power Programme should be strictly monitored to ensure that such measures are not jettisoned by the next government.
4. That there should beeffective utilisation of Development Journalism's role in sustaining the N-power Programme in Nigeria that will keep youths in Kogi State empowered ceaselessly by any government in the future.

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THE DIPLOMAT IN A CHANGING WORLD: REASSESSING CONTEMPORARY DYNAMICS IN DIPLOMATIC RELATIONS

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Abstract

The paper finds out that the major challenges affecting the conduct of diplomacy have been influenced by the continued experiment of the international community, alteration in major political ground on ongoing efforts by regional and global mechanism to attain minimum levels of international order. The aim is to reassess the dynamics in the functions and jobs of diplomats and changes in diplomatic relations. The study concludes that in contemporary diplomacy, issues of security, trade, protection of nationals and economic interests have become much more deficient and diverse.

Keywords: Diplomat, Deplomatic Relations, Security, International Relations, Diplomacy

Introduction

The necessity for organized dialogue in an era when relative certainties of a bipolar state system have given way to a disorderly, confused multipolarity is witnessed by the frenetic pace of contemporary diplomatic activities. The gradual collapse of long established hegemonies and the re-emergence of long-neglected enmities have placed a high premium on the work of those skilled in mediation, negotiation and representation.

The development of instant communications and the advance of science and technology have increased the depth and scope of the Diplomat's function in this era of Human civilization. Especially with the emergence of new states, Nuclear weapons, conflict resolution, Terrorism and Population Explosion.

The revolutionary changes in the nature of relations between sovereign states and even non state actors with international personality and other civil societies have changed the responsibilities of today's diplomat which is basically that of mediation and communication of international issues between countries, civil

international societies and the public. Evidently, he or she presents its government policies to the foreign and domestic publics in a persuasive and persuading tone. According to (Putnam, 1988) he opines that diplomacy does not exist solely on the international level. It is tightly connected with the public opinion and with the constituency. A diplomat always represents the interest of the nation but at the same time cannot ignore the public opinion. However, the importance and secrecy of each negotiation is important, though the diplomat can politically benefit or get hurt as a result of his performance abroad.

Also, in the same vein Sucharipa, (2002) viewed that the new job of diplomats is to adequately inform the citizens of the host country as well as the citizens of his/her own country about a negotiated issue. He stressed that the diplomat has to keep in mind not only the foreign effects of his actions, but also the domestic consequences of the same. Therefore, in any event, the diplomat needs to be able to communicate with both domestic and foreign public efficiently.

Who is a Diplomat and what skills must he/she possess?

The word diplomat has been used in a loose and rather general sense to include all members of the foreign services of all nations, and particularly those acting as chiefs of mission. However, not all diplomacy is carried out by diplomats. In a sense, every citizen of a state who travels to another country is a diplomat, sometimes not a very good or skillful one. However, in a professional sense, diplomats include two main groups: diplomatic officers and consular officers. Diplomatic officials specialize in representation and negotiation, whereas consular official are particularly concerned with the protection of the interests of the national of their country.

In the words of Coral Bell, he call the diplomat a crisis manager; According to him, the diplomat or crisis manager must possess: a good knowledge of international relations, a good understanding of how international relations functions between nations, the confidence and the convincing ability to capture successful negotiations, the ability to establish intimacy and empathy with the adversaries and their aspirations in the negotiations, great moral and intellectual sensitivity, perception, imagination and courage, the ability to make parties feel convincing and grateful for successful negotiation.

Beyond this, a diplomat is expected to possess a good knowledge and understanding of his own country; its geography, history and culture, its economy, political, social and its demographic structure, its human, and agricultural resources, its industry, finance and the determinants of its foreign policy priorities. A knowledge of other states, regions and of the mechanism and procedures of international intercourse which involves a deep knowledge of the world network of diplomatic missions and consular posts, their functions, their practice and structure, the worldwide network of private and state trading and financial establishment and how they operate.

The diplomat should also possess specialist qualities such as: Political awareness, Personal acceptability, Intellectual curiosity and Intellectual versatility.

In the much quoted definition of Sir Henry Wotton, he defined a diplomat as an honest Man sent abroad to lie for the good of his country. Though this is to some extent true, it is not absolutely true. According to Assad Homayoun, a former top diplomat and strategist, he explained that an ambassador may not always tell the truth, or he may seek refuge in discretion. But to be effective the diplomat must be credible to attract the confidence of the government to which he or she is accredited to by been a person of high esteem and unquestionable integrity.

To him the nature of diplomatic life and duty is such that given a state of mistrust, suspicion and sometimes deception the diplomat cannot always play the role of an honourable person and perhaps for that reason the age old reputation of ambassadors for dishonesty and deviousness will remain.

Functions and Contemporary Changes in Diplomatic Relations

According to Ian, (2010) Diplomacy serves states in three useful ways: as a channel of communication between sovereigns; a means of negotiating agreements between them; and a source of information about what is happening in host states. However, past scholars in the field of international relations thought these activities so important that they called diplomacy the 'master-institution' of international politics. They also recognized that this institution was fragile, and therefore dishonest or inept diplomats can disrupt channels of communication and generate great and consequential misunderstandings.

In international relations, diplomacy functions through a labyrinth of foreign offices, embassies, legations, consulates, and special missions all over the world. It is commonly bilateral in character, but as a result of the growing importance of international conferences, international organizations, regional arrangements and collective security measures, its multilateral aspect have become increasingly significant.

It may embrace a multitude of interests, from the simplest matter of detail in the relations between two states to vital issues of war and peace. When it breaks down, the danger of war, or at least a major crisis is real. Contemporary diplomatic intercourse must put many factors in consideration such as economic needs, geography, defence requirement and strategies, existing alliances with other states and many factors in foreign policy to keep healthy relations and partners across international borders.

Todays, Nation-states deal bilaterally with one another and meet together in multilateral organizations not only because they have a common interest, but also because they have a conflicting interests. Diplomacy therefore is not an end but a means; not a purpose but a method. It seeks, by the use of reason, conciliation and the exchange of interests to prevent major conflicts arising between sovereign states and other civil organizations. The tool of diplomatic nomenclature in modern international societies has become more than an instrument of communication and bargaining.

It is an activity which aims to promote the national interest of a country and also a technique for accommodating conflicting interest. But it could also be

construed that apart from representing national interests the role of a diplomat includes the bringing about of compromises to ensure a greater peace in an age when conflict has more dire consequences. (Assad, 1983) The diplomat in this age faces challenges from the global distribution of power which follow both the nature of power itself and the consequential changes in its location. Such change brings the risk of conflict in multifarious forms and raises the profile of diplomacy. There are changes too to be seen in the character of the states.

The states have been since the seventeenth century, the principal and sometimes the only effective international actor. Now there are more states than ever before, differing more widely in type, size and relative power. This factor alone has greatly increased the quantity of diplomatic activity and the scope of topics that are discussed. Some of these topics are now derived from new economic, financial and technological issues which transcend the traditional role of the states and operate on a global, horizontal basis disconnected from the essentially vertical state structure. Since the 1970's there is a broad array of international agenda concerning issues of trade, technological transfer, Aviation, Human rights, transnational environmental and sustainable development questions; that has continued to be a perpetual bane on diplomatic relations; global sea-level rise, stratospheric ozone depletion, environmental sabotage, terrorism attacks, money laundering, refugee dumping, transnational stock exchange, fraud and black market nuclear materials trade are among a few challenges the diplomat must face in today's international plane.

The expansion of the international community has affected lifestyle, procedures, substance and scope of diplomacy. It has brought with it divergent ideologies and regimes because of its increasing diversity and depth. Therefore, diplomats are forced to have area of specialty besides their original discipline. Another key element of change in the practice and conduct of diplomacy is the increasing role of non-state actors. These organizations have become key players in this globalization era. They have established complex networks of linkages and control that make their interests increasingly central to policy formulation. In fact, they at times act as agents or representatives of states in their relations with one another. The implications of this for diplomacy are immense. It intensifies the complexity of diplomacy while at the same time making it less visible and perhaps even more open to manipulation by social forces with vested interests.

The Impact of Technology on Diplomacy

With the technological breakthrough of this century, the role of the diplomat has changed appreciably, today, the role of summit diplomacy and shuttle diplomacy, that is dependent in this era on fast air borne carriers and hi-tech telecommunication device can downgrade the role of Ambassadors, In the 1920's, diplomatic officials were still given certain latitude by their controlling agencies on questions of secondary importance; only in a crisis did they act merely as messengers (Burns, 1931).

However, today the reporting function has become virtually all-encompassing; negotiations are largely conducted by foreign offices, and diplomatic representatives are utilized only for transmission of requests and responses. Diplomats sometimes receive the derisive description as "clerks at the end of a telephone line." The implication is that they are merely the messengers of their governments rather than important advisers and policymakers. (Henderson, 1998) Technology has brought about a psychological warfare and propaganda that has become a powerful weapon to diplomacy and foreign policy. Hans Morgenthau has observed that diplomacy arose as an important political function due largely to a lack of speedy communication.

Consequently, diplomacy will naturally decline with the onset of modern communication technologies such as the telephone, telegraph, cable and communication satellite. Morgenthau said that these changes became very noticeable after the First World War. For example, following the Cuban Missile Crisis of 1962, Washington and Moscow set up a teletype system that delivered printed copy from one capital to the other almost instantaneously.

Furthermore, leader's willingness to use the telephone has carried communication a step further. In the Persian Gulf crisis of 1991, President George Bush Senior, and President Mikhail Gorbachev conducted an unprecedented 75 minutes telephone conversation including the time needed for translations. Also in recent times the Prime Minister of Israel Benjamin Netanyahu made a telephone call to the UN secretary General Ban Ki Moon dissuading him not to go to Iran.

Though Israel has an Ambassador at the United Nations, its Prime Minister by-passed him and put a call through directly to the Secretary General. Diplomats, including the top-ranked ambassadors, operate within a hierarchy of authority that stretches from the embassy back to the sending country's capital. However, modern communication doubtlessly tightens the authority and control over a diplomat. (Henderson, 1998) Technology has rendered the difference in time, space and distance irrelevant and meaningless in contemporary diplomatic intercourse. It has strip diplomats and ambassadors of immense power they once wielded in the past, today, ambassadors serves as conveyors of information and receivers of interpretation or directives from their national capitals even on fairly minor matters.

The Changing Phase of Diplomatic Technique

Some decades ago, the question of the future of diplomacy was raised as a result of technological progress; the invention of the radio and telegraph and the intervention of the public into the domain of foreign policy. The first factor brought the apprehension that diplomats would become "honorary mailmen" and the second raised the issue of open diplomacy. However, the role of diplomacy in the twentieth century has not been restricted by these two factors (Vladimir, 1998).

However, in contemporary diplomacy, the issues of security, trade, protection of nationals, and economic interests have become much more difficult and diverse. Major challenges affecting the conduct of diplomacy have been influenced by the continued experiment of the international community, alterations in major political

ground and ongoing efforts by regional and global negotiating mechanism to attain minimum levels of international order.

Moreover, innovations, domestic agenda, mass involvement in domestic politics have changed the political context. Simultaneously, the development of urbanized educated industrial societies, economic growth, technological development, emergence of an interdependent international economy, interconnected development in transport, communications, and weaponry has greatly affected the international system. In addition, developments in international organizations are playing an important part in world politics.

These developments have come with remarkable swiftness: the proliferations of leagues, associations, councils, committees, unions, and communities have taken place at the end of World War II. Proliferation of international organizations and the advent of informal penetration on a large scale include an important new dimension to international politics. In the new environment, there are many critical international issues and objectives coming on focus such as refugees, human rights, transnational crime and terrorism, drugs, and the politics of environment, globalization, as well as the economics, intellectual property, and technology concerns (Tariqul, 2005).

Moreover, diplomatic scope has assumed an even formidable dimensions; it now embraces not merely political but cultural, military, financial and commercial as well as the technical matters. In maintaining the order, diplomacy has to be prioritized for international technical matters. The perspective of technical matters has intruded into international life in a number of ways that were previously neglected. Previously diplomatic activity focused on the 'high politics' (politics, military and security) and 'low politics' (trade, finance, monetary-exchange and others) associated with the traditional diplomatic agenda. But, now new issues such as technical matters are coming to the forefront. These new issues not only reflect the wider interests and responsibilities of government but also narrowly focus on non-state actors (Tariqul, 2005).

These trends have consequently changed the diplomatic agenda, techniques and practice of diplomatic relations, the rapid growth in the operational activities of international organizations, and changes in the style of negotiating diplomatic matters. These issues and challenges are different and cannot be faced with the traditional alliances, at least not of traditional kind, against global warming, AIDS, terrorism or environmental degradation. Hence, new forms of diplomatic initiatives and techniques are to be implemented to face these problems. In the extended sense, diplomatic techniques has undergone considerable metamorphosis since the eighteenth century, (Rosecrance, 1963).

The extensive use of propaganda, subversion on a wide scale, and the manipulation of national economic instruments for foreign policy purposes have greatly enlarged the range of multilateral dealings on the world scene. Today, even cultural and educational exchange may be seen as a diplomatic tool in the post-cold war era. The evolution of diplomatic techniques is at the same time an alteration of the boundary between domestic and external politics. While domestic affairs during

the eighteenth century had remained largely unaffected by wars, in the twentieth and twenty first century, violence came to be expressed internally, as well as externally.

(Scott, 1964). Subversion, propaganda manipulation, and economic pressure combined to sap the sinews of domestic strength. And this has changed traditional diplomatic techniques substantially, because diplomats have to apply new methodologies and style to meet up with the new phase of contemporary diplomatic practice.

Conclusion

Throughout history, diplomacy and its practices have been changing and adapting to the demands stemming from continuing transformations of the international system. This process has always been marked by shifts in ideas, norms of behaviour, and actual/informal practices that create new international customs and conventions. Therefore the need to discuss new trends of diplomatic behaviour and emerging norms does not come as a surprise, taking into consideration contemporary complexities of the international environment, in which a multiplicity of actors operate and which demand new solutions for new challenges (Marija and Celia, 2007).

Nowadays, new actors on the international scene are increasingly using practices employed by states with the aim of furthering their interests in the international arena and putting new issues on the global agenda. Not only do the 'newcomers' emulate states' behaviour, but they also develop new mechanisms and instruments of diplomatic conduct, thus influencing the entire corpus of recognized diplomatic practices. Scholars of diplomacy have observed and identified many new developments that have contributed to the changing nature of diplomatic practice, like: diplomatic representation, greater emphasis on the accountability of those engaged in the field of foreign policy making and conduct; engagement of governments in a dialogue with foreign civil societies and a consequent focus on the utilization of public diplomacy Never-the-less, diplomacy is a continuous process.

It keeps changing and adapting to the international environment and its system, forging relations between states and international societies. But in all of these; the basic functions of the diplomat certainly remain the same. The ability and knowledge to sense what is going on and to inform his own government is still important, as is the supplying of political intelligence as a basis for the policy at home toward the state to which he is accredited.

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TELEVISION AND THE INFLUENCE OF GOGE AFRICA ON THE CULTURE OF ABUJA RESIDENTS

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Abstract

The paper exposes Africa's rich cultural heritage to the world and further corrects the misconstrued stereotypes about Africa that have permeated the globe for a long time. The work is anchored on the cultural norms theories. The work adopted the survey method to ascertain the respondents' understanding of the subject to enable them react to issues freely based on exposure to the TV programme, Goge Africa on AIT. The study adopted a survey research design. The data collected were analyzed using frequency tables and simple percentages. The findings of this research revealed that Goge African TV Show influences viewers' cultural values positively and it has taught the audience about their culture especially residents of Federal Capital Territory Abuja community. The study concludes that Goge Africa TV show has promoted cultural values and cultural awareness among its audience in Nigeria and abroad and the audience appreciates their rich culture. The paper among other things, recommends that more programmes that are geared towards promoting African cultural heritage should be produced, not only on television but also on other media of mass communication such as radio, magazines, newspapers, etc.

Key Words: Television, Promotion, Culture, Influence, Goge Africa

Introduction

Africa is not only a land of rich natural resources but a land of rich culture dating back to the existence of the first man on earth which archeologists believe lived in Africa (Xavia, 2012). Egypt, the home of civilization had written sources dating back to prehistoric times (hieratic, demotic and hieroglyphics) which they used to preserve their customs and traditions for future generations. Africa's rich and diverse cultures must be preserved for posterity; in the words of Ghandi (1975) "A nation's culture resides in the hearts and in the souls of its people."

According to 2016 UN Department of Economic and Social Affairs, nearly 2000 native languages are spoken in Africa, most of them African in origin, though some are of European and Asian origin. Cultural activities on this continent include music and dance. Traditional African music is not just meaningless but communicates multifarious messages. Indeed, it has been applied fruitfully in the modern setting to aid the liberation struggle. Famous African musicians like Lucky Dube, Fela Anikulapo Kuti, Sony Okoson and other artistes address inequities in society, talked

about the virtues of love, relationships and a myriad of other uses. Wilson (1998, p.41) captures some aspects of this kind of music thus:

> "In some traditional societies, grapevine stories are presented in songs by cultural groups and other social groups. Among the people of old Calabar for instance, itinerant music entertainment groups used satire, criticism, moralization, symbolism, suggestion, labeling and name calling to communicate with individuals, groups and the society at large".

African culture is also portrayed by their way of dressing and general physical appearance. Tremendous amount of cues are supplied by one's physical appearance, clothing, hairdo, tribal marks, tattoos, incision and other marks on the skin. In Nigeria for example, it is easy to identify the tall, light skinned and pointed nose Fulani; the short, stocky South Easterners, etc. Clothing and accessories like the 'buba', 'asoke' amongst others are associated with the Yorubas while 'babbanriga,' 'kaftan' are associated with the Hausa/Fulani. 'Bowler hats' are associated with the Ijaws, 'George wrappers' with people from the east.

Tribal marks also remain an unfailing tell tale of one's ethnic origin. Doob (1996, p.83) asserts that; "I can tell where a person comes from by looking at his facial marks. Tribal marks and scars communicate personal satisfaction, status or rank and bravery. For instance, tribal marks that exemplify bravery are the one executed by the Nuer of Sudan"

Charles (2011) observed that body complexions are also identified and interpreted differently in Africa and in the world at large. According to him, from the Eurocentric viewpoint, white color has long been associated with purity, holiness, peace and other positive elements. Black on the other hand has been associated with evil. Colors communicate in all human societies.

Notwithstanding, the steps and processes may differ, African traditional marriages involve to a large extend, inter-personal group and extra-mundane communication. It begins with the parents of a suitor meeting with the parents of a girl and mutually agreeing for their children to get married. Unlike the western concept which involves union of the two individuals to almost the exclusion of all others, the family plays a major role when it comes to marriage in Africa.

Africans are also identified as one-of-a-kind in their food. They have a variety of food ranging from pounded yam, 'afam soup,' 'tuwonshinkafa,' 'pap', 'kununzaki' (this one too is of different varieties) made from guinea corn, maize, sweet potato, tiger nut, soya beans, and millet found in Nigeria, 'kenke' in Ghana, etc. All of these and many more aspects of African cultures are showcased on the "Goge Africa" TV Show to inform, educate, entertain and enlighten the people of Africa and indeed the entire world.

Goge Africa is a 30 minutes cultural TV programme on Africans, Africans in Diaspora and the entire world. It is anchored by Nneka and Moses Isaac and is beamed on local and satellite television with the mission to expose and enrich Africa's rich cultural heritage to the worldwide, with a further aim of helping to correct the misconstrued stereotypes that have permeated the world for a long time about Africans and their precious cultures. "Exploring the richness of Africa's,

cultural diversity, is highly entertaining fashion showcasing tourism centres in the continent with the very noble aim of restoring the pride of Africa" (Chinwokwu, 2005).

Goge Africa TV Show was conceived since 1999 and it is still in existence. Over the years, the organization has grown in concept, popularity and reach. It is broadcast in over 50 countries in three continents (Africa, Europe and USA). The Goge Africa's crew travels far and wide to promote tourism, commerce and investment within the continent while capturing the culture and festival of Africa and the Diaspora.

Statement of the Problem

There is no doubt, Africa has a rich cultural heritage but for various reasons best known or otherwise to Africans, the value of this heritage has not been accordingly acknowledged. According to Barillet, Joffroy and Longuet (2006), for a long time, it has been deprecated and its owners and holders were sometimes even encouraged to forsake it. Thus, some portions of the African heritage were lost and those which have been jealously safeguarded are often threatened by the impact of the Western culture.

There have been stereotypes and wrong perceptions of the African culture by the rest of the world because it has not been well projected. At sometimes in no distant past, seventy five percent of television programme contents of most African television stations were Western oriented with little features of indigenous African music and culture. Today, the story seems to be taken a positive changing as Africans through the media especially television are showcasing their rich African cultural heritage in order to make Africans appreciate and adopt their culture. The most and one of such programmes that promote this heritage is the "Goge Africa" TV Show on local and satellite televisions.

This has given Africans a pride of place and had promoted the African culture across the globe. It is against this background that this study is undertaken to ascertain the extent to which "Goge Africa" TV Show has promoted, enriched and influenced the cultural values of African people.

Objectives of the Study

1. Ascertain the audience of Goge Africa TV Show.
2. Ascertain the extent "Goge Africa" TV Show has created cultural awareness among residents of the Federal Capital Territory, Abuja community. and
3. Determine the influence of "Goge Africa" on the cultural values of the residents of Abuja.

Research Questions

1. Who are the audience of Goge Africa TV Show?
2. To what extent has "Goge Africa" TV Show created cultural awareness amongst FCT, Abuja residents?

3. How has "Goge Africa" TV Show influenced the cultural values of FCT, Abuja residents?

Conceptual Clarification

Conceptualizing Culture

Samovar and Porter cited in Wilson (2010, p.5) defined culture as "The cumulative deposits of knowledge, experience, beliefs, values, attitude, meaning … religion… spatial relationships, concepts of the universe and material objects and possession acquired by a group of people in the course of generations through individual and group striving." In a very real sense, your culture is part of who you are. What makes culture so unique is that you share your culture with other people who have been exposed to similar experiences.

Conversely, the term 'culture' has attracted several definitions and attributes. Since the concept was originally used by anthropologists such as Edward Taylor (1891), William H. Kelly (1960) and Clyde Kluckhohn (1949), its explanations by them has particular validity, even though there are several definitions of culture in the anthropological and sociological literature. Thus, culture, according to Nwachukwu (2013), is the totality of a people's way of life. In other words, Williams and Pearce (1978) establish that culture is the communication system that enables human beings to act, adapt, and transmit survival resources. Taylor (1991) defines culture as the 'complex whole which includes knowledge, belief, art, morals, law, custom and any other capabilities and habits acquired by man as a member of society'. Another definition says, 'culture is an organization of phenomena-acts (i.e. patterns of behaviour); objects (i.e. tools, things made with tools); ideas (i.e. belief, knowledge); and sentiments (i.e. attitudes, values)-that is dependent upon the use of symbols (Leslie, 1947). Culture has a primary reference to the symbolic artifacts produced by media industries, but it also has a wider reference to customs, practices and meanings associated with the mass communication process (production and reception). It is sometimes used to refer to the wider framework of beliefs, ideology and so on of society (the superstructure) that provides the context of media operation. However, culture is collectively formed and held; open to symbolic expression, ordered and differently valued, systematically patterned, dynamic and changing, spatially located and communicable overtime and space (McQuail, 2005).

As a complex whole which includes knowledge, beliefs, arts, morals, customs and any other capabilities acquired by man as a member of the society, culture is the sum total of a given society's way of life molded and shaped by prevailing circumstances and environment (Nakpodia, 2010). Culture is the way of life of a social group and it includes actions, values and beliefs that can be communicated with necessary modifications from one generation to the succeeding one. Culture varies from one society to another and even within the same group of people, depending on the period. This means that culture is not static but dynamic and it is expressed in terms of human behaviours, shared among a people and it is learnt

rather than inherited. As Baran (2012) elaborates, culture is the learned behaviour of members of a given social group that is maintained, modified and transmitted from one generation to another through the media. None of the ways the functions are performed is congenitally acquired. A member of the society grows up to acquire them through a long process of leaning and maturation, involving towards to insure performance and punishment for correction. Culture is dynamic. Since the maintenance of an equilibrium in respect of values, motivation, and the performance of other cultural activities is predicated on, or affected by natural forces and human experiences, it is inevitable that changes would occur in the particular way the functions are performed (Ibagere, 2009).

According to Asemah (2011, p.108) says, culture is described the whole way of life of people which include their customs, habits, beliefs, religious and crafts, language, technology, dance, and so on. It consists of the rules and regulations that govern the behaviours of people in a given society. Society is known by its culture.

Television and African Culture

Charles (2011, p.13) notes that "African culture is incredibly interesting because it is so diverse." Every African country is a mix of tribes each with their own unique language and culture. African culture has always placed emphasis on personal appearance, food, and jewelry; which are part of African arts and craft. Jewelry has remained an important personal accessory. Many pieces of such jewelry are made of shells and similar materials. Masks are also used in various ceremonies, depicting ancestors and spirits, mythological characters and deities. Cowries made of elaborate designs, marriage, dance, etc, are all important parts of African culture.

Goge Africa is a culture and tourism media brand on television. It is an embodiment of Africa; it comprises African music, African fashion and the African way of life generally. The show has been in existence since 1999. Over the years, the programme has grown and has an extensive network in Nigeria and covers many nations from all the four corners – North, East, South, and West of Africa. It reaches more nations than ever before. The Goge Africa show is broadcast on 33 local and international television channels of which AIT is one. According to the GogeAfrica company profile, Goge Africa has a companion magazine with circulation in Nigeria, Ghana, Gambia, South Africa, Sierra Leone, USA and United Kingdom (https://www.gogeafrica.tv 2021).

In Nigeria, the Goge Africa show is broadcast on Africa Independent Television (AIT) every Sunday at 7pm, Nigerian Television Authority (NTA) on Saturdays at 11pm, on Silver Bird Television (STV) every Friday at 6pm and on DSTV, and Ghana's CineAfrica on MultiTv every Sunday at 7pm.

Goge Africa has a foundation called "Goge Africa Foundation (GAF)" which was established in 2004 by the founders and producers of Goge Africa, Nneka and John Moses. It is an educational foundation that teaches African youths history and heritage of the continentwhile creating awareness about social ills like AIDS, child abuse/trafficking, etc and catering to the needs of the less privileged in the society (https://www.gogeafrica.tv. 2021)

Review of Related Literature

Azi (2012) posits that the diversity of Africa's cultural tradition can be seen in its music, art, games, fashion, oral literature … which serves to reinforce the existing religious and social patterns. Unfortunately he said, elements of this unique tradition like the practice of oral storytelling, music and folklore are in danger of being lost. This is further corroborated in Enahoro (2009, p.21). He said that;

> The introduction of western culture/technology into African societies has proved to have ambivalent effects. It has affected the traditional cultures of the people, their history and the geographical arrangements of Africa… These technological beliefs spell the end of the traditional cultures of the people. The thought and belief systems which formed the reservoirs for the collective wisdom of the people have also been affected.

No skeptical, the dominant preoccupation of the African continent at the moment is the quest for desirable development but this cannot be achieved without putting our culture into cognizance. In the quest for development, our heritage must be protected, preserved, promoted and projected to the rest of the world and one of the socializing media that can facilitate this according to Sambe (2005) is the television. He further explains that socialization through television is used to standardize culture throughout all social levels of society.

According to him, the 1979 constitution of the Federal Republic of Nigeria in its fundamental objectives and directive principles of state policy, Article (12) laid emphasis on the protection of Nigerian cultures that; "the state shall protect, preserve and promote the Nigerian cultures which enhance human dignity and are consistent with the fundamental objectives as provided in this chapter (p.14)." This provision is a clear indication that the media is saddled with the task of making government protect, preserve and promote Nigeria's culture.

Television as an expensive medium of communication has contributed to overall development of Africa in no small measure. When any developing country opts for television, it definitely must be because, among other things, television has an important role to play in advancing the process of national development. It has and is still making a lot of impact on the economic, political, social, cultural and educational advancement of the nation. It is the most effective means of modern mass communication now available to mankind. (Akpan, 1988, p.13).

Learning by television is not limited to schools broadcast; other socio-cultural programmes such as drama and documentaries like the "Goge Africa" TV show, pass information across to viewers. Onabajo (2005) said that looking at the socio-cultural aspect, television has the ability to activate, socialize, homogenize and even adapt people to their own culture.

Therefore, the media have a dominant and critical role to play in shaping and reshaping the African culture, values and norms. This can be achieved through the coverage of Africa's cultural festivals, traditional dances, exhibitions of local arts and crafts, folklores and vernacular discussion programmes geared towards the enforcement of and transmission of our culture.

The manner in which the morals and cultures of the African community is promoted depends solely on its mass media. The African media is responsible for the dissemination of values, ideas, and developmental information in many ways and this goes a long way in evaluating cultures and community life of the people. In the Nigerian society for instance, cultures are very important and are held in great reverence.

Today, we are surrounded by the mass media and as a result, their explosive growth in the recent past has made them a natural part of life. However, Onabajo (Ibid) posits that the mass media should not merely be accepted as natural. He said each person should become aware of how they influence the shaping of his or her being and the environment in which he or she lives.

Voelker (1975, p.22) explains that "The mass media are important forces in our society. They provide information and entertainment and, at the sametime, have persuasive powers that are capable of affecting radical changes". For this reason according to him, the role of the mass media in the development and promotion of our culture, morals and community life cannot be overestimated.

The fact still remains that there is neo-colonialism going on in Africa. The African mentality has been affected by the western media which give the impression that whatever comes from Africa is inferior. By virtue of their position the whites came to Africa and took away very strong Africans on free labour for hundreds of years.

Interestingly, this research is among series of local initiatives that advocate a paradigm shift through repacking components of Africa's cultural heritage and traditional practices as digital technology contents of high artistic merit. The outcome of which can be varieties of indigenous contents such as festivals, where you see the African women dressed in various gorgeous African attires making graceful movement; are disseminated through local and national television networks, satellite networks, the internet, the print media etc. Notably, the process of cultural globalization warrants the broadcast of cultures globally, this is facilitated by the movement of people, objects, signs and symbols encapsulated in travels, books, music, art and crafts, film and other cultural artifacts, Azi, (ibid). Repacking relevant aspects of Africa's unique cultural heritage would in no small way be vital in preserving and promoting the culture both locally and internationally.

Review of Empirical Studies

Ogunyemi (1995) carried out a research titled ''*The Role of Media in Promoting African Indigenous Languages''* (Case Study of Nigeria). The main objective of the study was to examine the menace posed to Nigerian national culture by foreign cultural values through manipulation of the local media, stressing that the Nigerian media is not people-oriented, but rather government dominated. The study desired to prove through content-analysis the level of commitment of media in promoting and integrating traditional folk media into the modern media technology. First, the content of two newspapers: *Daily Time* published in English and *Gboungboun*

published in Yotuba Language was carried out. The research method of "Directional Relation Analysis" was applied. The research explained how the media in Nigeria were largely influenced by the two factors: missionary activities and colonial administration. These two factors altered the pattern of information dissemination but failed to create a people-oriented communication system. A more ethnic and people-oriented media is recommended to foster a feeling of collective participation in government, beginning in the rural areas and especially using radio as the community communication medium. Local Nigerian media should be restructured to reflect the socio-cultural dimension of the country; its people; and their culture, language, and education. Media in indigenous languages epitomizes a people-oriented communication approach to programs of national development and the preservation of socio-cultural values, ensuring in the process cultural self-determination.

Adebayo, Akarika and Nnamdie (2017) researched on the Influence of Foreign Television Programmes on the Westernisation of Nigerian Youths. The study examined the influence of television on the westernization of Nigerian youths. The study revealed that youth in Nigeria, considerably perceive that what they view on foreign television programmes is a reality, and to them, there is need to cultivate the habits, attitudes, behaviour and values as demonstrated in television programmes.

Theoretical Framework

This research is anchored on one theory: cultural norms theory. As cited in Okenwa (2000, p. 22), the cultural norms theory postulates that the mass media through selective presentations and emphasis of certain themes create impressions among the audiences that common cultural norms concerning the emphasized topics are structured or defined in specific ways. According to the theory, the media can:

i. Potentially influence behaviour by reinforcing existing norms;
ii. Create new norms; and
iii. Modify existing norms.

Okenwa (2000, p. 22) asserts that, the media can be adequately utilized for the transmission of culture both internally and externally. According to Folarin (1998, p. 69):

> The theory charged that, through selective presentation and tendentious emphasis on certain themes, the mass media created the impression among their audience that such themes were part of the culture or clearly defined cultural norms of society. As a result, impressionable members of the public tend to pattern their behaviour along the line of such media presentations.

According to Ademola and Akunola (2012) the theory sees audience playing an active rather than passive role in relations to mass media. Theorists emphasize that audience choose what to watch among a wide range of options, choose how much to watch. There is no doubt about the fact that the impact of mass media on human societies is tremendous. By the revolution in the communication industry, mass

media represents one of the most significant institutions of the twentieth century and the powerful tool for socialization as well as domination. Domination here means holding superiority or mastery in our strength and to suppress or overshadow us in dominance, recognition and prestige. It involves the exercise of great influence in the society as well as political and economic influence. There is no doubt about the advantages in modern communication that is obviously continuous. But the world of information has fostered cultural imperialism leading to serious consequences for Nigeria and other third world countries as a result of Western domination. The dependency however, not only limited on communication system, but also on media culture (Ademola & Akunola, 2012, p.183).

This theory is relevant to the study because by transmitting indigenous culture in the media, particularly the television; people will have better knowledge of their culture and better appreciate it. The television can among others achieve that through analysis and understanding of the African culture and expressly Nigerian cultural life, cultural values, cultural needs and expectations of people; Affirmation of the authentic cultural values and cultural heritage; Building up of a national cultural identity and parallel affirmation of cultural identities of different ethnic groups; Development of cultural infrastructure and introduction of new technologies in cultural activities; Establishment of links between culture and education, as well as between education and different cultural industries, particularly mass media (Folarin 1998 p.35).

Methodology

A study like this calls for a method(s) that will give the researcher the opportunity to elicit responses from the respondents. To this end, Survey Research Method was employed to effectively prosecute this study. This is based on the fact that the views/opinions of the audience on how AIT is promoting the African culture using one of its programmes 'Goge Africa is crucial, and the data needed to effect the study. Questionnaire is used to generate quantitative data. This measuring instrument gives the researcher the opportunity to get variety of responses from the respondents.

The population of the study is made up of residents of Federal Capital Territory, Abuja. And the population of Abuja has been projected to 3,564, 100 (National Population Commission and National Bureau of Statistics, 2018). Therefore the population of the study is 3,564,100.

The purposive sampling is adopted for this study which allows the researcher to purposely target a group of people exposed to the programme "GogeAfrica".Since this study entails a large population which cannot all be studied. Some portion is going to be drawn out of the entire population of study. Abuja community is made up of six local councils and they are, Abaji, Abuja Municipal Area Council, BwariGwagwalada, Kuje and Kwali. A sample of four hundreds (400) are to be drawn from the six local councils: which seventeen (17) respondents from Abaji, two hundred and twenty-one (221) respondents from Abuja Municipal Area Council, sixty five (65) respondents from Bwari, forty five (45)

respondents from Gwagwalada, twenty eight (28) respondents from Kuje and twenty four (24) respondents from Kwali.

The formula used in computing sample size is Taro Yamene's formula, which is

$n = \frac{N}{1+NX\,(e)2} = \frac{3{,}564{,}100}{1+3564100\,(0.05)2}$

$\frac{3{,}564{,}100}{1+3564100\times\,(0.0025)2} = \frac{3{,}564{,}100}{8911.25} = 400.$

Therefore, the sample size of this research is 400. The method of administration of the instrument is proportionate, based on the population of each local council. In this way: the proportionate population of each local council divided by the total population of these three local councils multiplies by the sample size. As stated in the table below:

Table I: Population distribution of selected local councils of the federal capital territory, Abuja and their respective sample size

Abuja Area Councils	Population	Sample Size
Abaji	148, 600	$\frac{148{,}600}{3{,}564{,}100} \times 400 = 17$
Abuja Municipal Area Council (AMAC)	1, 967, 500	$\frac{1{,}967{,}500}{3{,}564{,}100} \times 400 = 221$
Bwari	581, 100	$\frac{581{,}100}{3{,}564{,}100} \times 400 = 65$
Gwagwalada	402, 000	$\frac{402{,}000}{3{,}564{,}100} \times 400 = 45$
Kuje	246, 400	$\frac{246{,}400}{3{,}564{,}100} \times 400 = 28$
Kwali	218, 400	$\frac{218{,}400}{3{,}564{,}100} \times 400 = 24$
Total	**3, 564, 100**	**400**

Source: Researcher's Computation

Data were collected from the respondents through direct administration of the questionnaire by the researcher from the primary source. One copy of the questionnaire was administered to a person purposively in the communities filled in and returned by the respondents. The data were collected using questionnaire. Data collected were collected and analyzed using frequency tables and simple percentage.

Data Presentation and analysis

In this study, a total of 400 copies of the questionnaire were administered on the resident of the six local government area councils in the Federal capital Territory. Due to close monitoring of the questionnaire completion process; the 400 copies were duly completed and returned to the researcher. The number presents a response rate of 100%.

Table I: The pattern of distribution of the questionnaire between the six local government area councils in Abuja:

Local Government Area Councils	Number of Copies Administered	Number of Copies Retrieved	Percentage
Abaji	17	17	4.25
Abuja Municipal	221	221	55.25
Bwari	65	65	16.25
Gwagwalada	45	45	11.25
Kuje	28	28	7
Kwali	24	24	6
Total	**400**	**400**	**100**

Source: Field Work, 2021

The table above indicates that while responses were gathered from the six major areas of the FCT, more than 50% of the responses came from Abuja Municipal Area Council (AMAC), while responses from Abaji, Bwari, Gwagwalada, Kuje and Kwali constituted only 45% of the total responses. The inference of this is that the residents of Federal Capital Territory, Abuja were well covered.

Data Analysis and Results

Table 2: Demographic Distribution of Respondents

Variable	Frequency	Percentage
Gender		
Male	258	64.5%
Female	142	35.5%
Total	**400**	**100%**
Age		
15-35	184	46%
36-60	126	31.5%
61-above	90	22.5%
Total	**400**	**100%**
Marital Status		
Single	201	50.2%
Married	129	32.3%
Divorced	27	6.7%
Widowed	43	10.8%
Total	**400**	**100%**

Source: Field Survey 2020

The above table shows the demographic representation of the respondents. It indicates that while a larger number of male were involved in the study, the female population was also moderately represented. The table also indicates the age group of the respondents, where a larger fraction was constituted by respondents within the youthful ages of 15 to 35 and middle ages of 36 to 60 while only a few respondent can be classified under old age. This translates significantly that a large number youths were involved in the study. The table also showed while 50% of the

respondents are single, a moderate amount of married, divorced and widowed respondents were also involved in the study to give a desired demographic diversity.

Research Question One Who are the audience of Goge Africa TV Show?

In order to provide adequate answer to this research question, question number 4 in the questionnaire is used to provide answer to the research question.

Table 2: Who are the audience of Goge Africa TV Show?

		Frequency	**Percent**	**Valid percent**
	Educated Nigerians	100	25.0	25.0
	Those that have access to tv and radio	173	43.3	43.3
Valid	Only Nigerians	79	19.8	19.8
	Only Africans	38	9.5	9.5
	Other continents	10	2.5	2.5
	Total	**400**	**100.0**	**100.0**

Source: Fieldwork, 2021

The data presented in the above table indicates that viewers of Goge Africa on AIT are largely educated Nigerians and Nigerians with access to television and radio sets. It also shows significantly that only few viewers of Goge Africa on AIT are not Africans. Based on the result above, it can be deduced that the audience of Goge Africa are mostly Africans who are in better positions to relate to the African cultures exhibited on the programme and where necessary appreciate and learn from it.

Research Question Two: To what extent has "Goge Africa" TV Show created cultural awareness? Question number 5 and 6 in the questionnaire is used to provide answer to this question.

Table 3:To what extent has "Goge Africa" TV Show created cultural awareness?

		Frequency	Percent	Valid percent
	To a very great extent	183	45.8	45.8
Valid	To a great extent	206	51.5	51.5
	To some extent	0	0	0
	To no extent	11	2.8	2.8
	Total	**400**	**100.0**	**100.0**

Source: Fieldwork, 2021.

The above table indicates that a larger fraction of the respondents affirmed that Goge Africa TV show has created awareness about African culture to a very large extent. With over 97% positive response, it can be deduced that Goge Africa TV show has contributed immensely to the exhibition African culture especially among Nigerians in particular and Africans in general.

Table 5: To what Extent has "Goge Africa" taught you about your culture

		Frequency	Percent	Valid Percent
Valid	Not at all	9	2.3	2.3
	Some extent	124	31.0	31.0

	Great extent	93	23.3	23.3
	very great extent	174	43.5	43.5
	Total	**400**	**100.0**	**100.0**

Source: Fieldwork, 2021

Table 4 above shows responses on the extent to which the TV show has taught respondents about their culture. The data contained in the table indicates that 66.8% of the respondents agreed at least to a great extent that Goge Africa has taught them about their culture. This infers significantly that the show has positive influence on the viewers since most of them learn more about their culture through it.

Research Question Three: Determine the influence of "Goge Africa" on the cultural values of the residents of Abuja. Question 7 in the questionnaire provide were used to provide answers to this research question.

Table 5: The TV show influences viewers' cultural values positively

		Frequency	Percent	Valid Percent
Valid	Strongly agree	106	26.5%	26.5%
	Agree	198	49.5%	49.5%
	Disagree	71	17.5%	17.5%
	Strongly Disagree	25	6.5%	6.5%
	Undecided	0	0%	0%
	Total	**400**	**100.0**	**100.0**

Source: Fieldwork, 2021.

The table above shows responses on whether Goge Africa TV show influences viewers' cultural values positively. The data contained in the table infer significantly that the TV show has positive influence on the cultural values of Abuja residents as larger fraction affirmed to this assertion while only few disagreed. It can be concluded from the above table that Goge TV show influences viewers' cultural values positive.

Discussion of Findings

This study investigated the relationship between broadcasting and promotion of African culture using Goge Africa as a point of reference. In answering research question one which seeks to ascertain the audience of Goge Africa TV show, the study found that the audience of the show comprised mostly of Educated Nigerians, Nigerians with television and Radio sets in their homes and Africans from other countries.

In answering research question two which seeks to ascertain the extent to which the TV show "Goge Africa" has created cultural awareness among residents of FCT, the study found that the TV show has improved viewers' awareness about different African culture, and it is a source of information to viewers'. The programme entertains the viewers' likewise. This finding is consistent with the study of Chioma (2013) that discovered that the contents of NTA are of cultural significance and promote cultural learning. Likewise, this study is in tandem with

the study of Oludamola (2015) who found that television serves as a tool for cultural propagation, preservation and promotion. The study discovered that television serves as a tool for cultural propagation, preservation and promotion. Also, the finding of this study is contrary to what Agboaye (2015), who found that TV programmes have attributed to the adoption of Western culture by Ghanian which was attributed foreign television and the internet television. The study also contradicts the study of Adebayo, Akarika and Nnamdie (2017) who revealed that youth in Nigeria, considerably perceive that what they view on foreign television programmes is a reality and this has influenced them in adopting Western culture.

On the how the Goge Africa TV show has influenced the cultural values of residents of FCT, This study found that Goge TV show influences viewers' cultural values positively and it has reinforced the audiences perception about their culture. This also aligns with the study of Chioma (2013) who comparatively evaluated the cultural relevance of contents on government and privately owned television in Nigeria, using the Nigerian Television Authority (NTA 2) and Silver bird Television (STV) Lagos as case study. Through content analysis quantitative research design, a sample size of two hundred programmes was selected from the 2012 programme schedule of both stations. Results show that while 70% of the contents on NTA are of cultural significance and promote cultural learning; only 43% of the contents on STV were of cultural relevance. Similarly many researchers like Gladkova (2013); Oludamola (2015) and Eluwole, Udoh and Ojo (2016) have lent credence to this in their various studies. But contradicts that of Agboaye (2015); Babaleye and Ajisafe (2016); and James, Akarika and Nnamdie (2017). This is further in line with the provision of cultural norm theory which according to Okenwa (2000) suggests that media potentially influence behaviour by reinforcing existing norms.

Conclusion

The focus of this study was to know the relationship that exists between television and promotion of cultural values. Based on the findings emanated from the study, the study concludes that Goge Africa TV show has promoted cultural values and cultural awareness among its audience in Nigeria and abroad. Likewise, the study concludes that the programmes have made the viewers appreciate their rich culture.

Recommendations

In view of the findings above, the following recommendations are put forward:

i. Television stations across the countryshould create more programmes with cultural orientation such as Goge Africa since the study has proven that such programmes are of high demands among Nigerians and Africans who seek to know more about their culture and values.
ii. More programmes that are geared towards promoting the African cultural heritage and creating awareness about native cultures should be encouraged and particularly sponsored by the National orientation agency, this will

ensure adequate transmission of cultural values from generations to generations.

iii. Producers should seek to enrich culture based programmes with elements that would enable the programmes influence its viewers positively and awake cultural consciousness among Nigerians.

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