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About the Journal

Jos Journal of Media and Communication Studies (JJMCS) is peer reviewed journal, published by the Department of Mass Communication, University of Jos, Nigeria to provide a scholarly forum for research reports, theoretical analysis and intellectual dialogue of ideas for mass communication researchers, professionals and practitioners. The scope of this Bi-annual journal is addressed to the international scholarly community and publishes the best of media and communication research and theoretical works in all its diversity from around the world. Jos Journal of Media and Communication Studies (JJMCS) seeks to reflect the great variety of intellectual traditions in the field and to facilitate a dialogue between scholars around the globe. The journal publishes a wide variety of theoretical, philosophical and empirical articles in all areas of mass communication, particularly the Mass Media, New Media, Journalism, Advertising, Public Relations as well as other media and communication related fields and issues.

Aim and Mission of the Journal

The aim of the journal is to carve a niche for the communication of research findings, discourses of theoretical and philosophical themes in contemporary Mass Communication and to be one of the leading data base for media and communication studies.

Call for Papers

Jos Journal of Media and Communication Studies is a peer review and refereed journal that is published twice a year (April and September) by the Department of Mass Communication, University of Jos, Nigeria. The aim of the journal is to carve a niche for the communication of research findings, discourses of theoretical and philosophical themes in contemporary Mass Communication.

The journal welcomes theoretical, philosophical and empirical articles in all areas of mass communication, particularly current issues relating to the Mass Media, New Media, Journalism, Advertising, Public Relations and other aspects of communication. Articles discussing broad issues that are anchored on communication or any of its related fields shall also be accepted for publication consideration as well as book reviews.

Each volume of the *Journal of Media Studies* shall have two editions with each edition containing between 15 to 20 articles. Publication of the journal shall be regular and the theme for each edition shall be advertised, if the need arises. The journal at the moment is in hard copy but shall have an online version with time.

Guidelines for submission of Articles
- Articles must be typeset in A-4 paper, 12 points for the font size, Times New Roman for the font type and 1.5 line spacing. The paper alignment should be "Justified" all through the content.
- Articles should not be longer than 8000 words or 22 pages long - references are included in this estimate. Each article should also have an abstract of not more than 250 words and at least three (3) key words.

- Articles submitted must be original and should not be under consideration in any other journal or publication outlet.
- Every article should have on the first page the following information only:
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- The second page should contain the title of the article, the abstract and key words before the introduction.
- All articles and reference information must conform to the sixth (6th) edition format of the APA style.
- Tables and figures should be inserted in the appropriate places in the body of the article.
- The articles could be written in the American or British English (Spelling). However, consistency should be maintained throughout the paper.
- Authors are responsible for obtaining copyright waivers and permissions as may be needed for republication of any material, text, illustrations etc.

All articles should be submitted electronically through the e-mail: jjmcsunijos@gmail.com

NOTE: Only papers that conform to this specification shall be accepted and considered for assessment and publication. Papers that do not conform to the specifications shall be out rightly rejected.

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A Critique of Critiques on Henry Jenkins' Convergence Culture: Where Old and New Media Collide

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Henry Jenkins' Convergence Culture: Where Old and New Media Collide, illustrates how consumers are taking an active role with various forms of media. Instead of being passive, consumers participate with multi-media and by doing so have much more active and engaging experiences. The author argues the importance of focusing on how consumers "are encouraged to seek out new information and make connections among dispersed media content". This theory is regarded as key in understanding the future of media. The book is divided into six chapters.

In chapter one Jenkins talks about the hit show Survivor and how viewers have created websites dedicated to announcing spoilers. He analyses these Survivor fans interactions and describes how it is collective intelligence. Chapter two focuses about American Idol and the very nature of the TV being based on participation from the audience. Jenkins describes how the viewers being so "participatory" become involved even with the advertisements and can sometimes become advocates for products. In the third chapter,he explains how The Matrix franchise have become popular on a multimedia platform, he shows how media convergence has created a story for The Matrix that could only be told across multiple platforms. Chapter four shows how fans of Star Wars have become participants in the stories through the Internet and Jenkins goes into details about the difference between interactivity and participation with media. In chapter five, Jenkins uses the example of Harry Potter interdisciplinary convergence and lastly, in Chapter Six he shows how media convergence and participation are shaping the outcomes of political elections.

Bogost (2006), a game theorist, critiqued the book from a games perspective. He noted two pedantic errors by Jenkins that may quickly obsess popular culture mavens. The first is that Jenkins misspells 'Gandalf' as 'Gandolf', which is a common mistake but not one a scholar of popular culture can afford to make. Jenkins mistakenly calls Alternate Reality Games (ARGs) Alternative Reality Games. Worse, he attributes the incorrect term to pervasive game researcher and designer Jane McGonigal ("Jane McGonigal ... calls the genre alternative reality gaming"), wrongly citing one of her presentations as "Alternative Reality Gaming.". McGonigal actually makes an important theoretical distinction between alternate and alternative realities.

Alternate realities, she argues, are "real worlds that use games as a metaphor." She contrasts this notion with alternative realities, realities one chooses between. McGonigal further traces the concept of "alternate reality" to science fiction, where the term refers to depictions of a world of changed history, and consequently of changed dynamics. This name, then, is central to McGonigal's claims that ARGs allow players to actively change the nature of their real reality by participating in these alternate ones.

Second, and more importantly, Jenkins distanced his analysis of convergence from technology. He identified the idea that media convergence is more than technological shift as the author's core claim. Also, he observed that the author, throughout the book, reminds the reader that convergence culture is not coextensive with technological progress, and distances media culture from "delivery technologies".Sheldon C. (2012) corroborated this by commending Jenkins' use of Harry Potter to gauge and show that academic discipline is also converging. Bogost (2006) welcomed Jenkins innovation of the 'black box fallacy' but notes Jenkins risks missing the importance of technology in opposing the cultural against the technological convergence. He believes both can co-exist, stating that media content must be delivered, and technologies are there to do it.

As the book's title suggests, Jenkins's understanding of convergence is primarily cultural. Convergent cultural practices include both the consumption and the creation of media, and Jenkins traces convergence culture in both top-down corporate mass media production and bottom-up consumer reception and creation (Bogost, 2006). Vivas(2008) supports this view, noting that the biggest convergence may be the sharp total confrontation between top down attempts to keep control, and bottom up demands to wrest control. On the one hand, media conglomerates now control a variety of platforms, from film to television to music to games to theme parks. On the other hand, consumers have greater choice and control over media, and they are also able to participate in and create media as seen in Harry Potter.

Jenkins draws liberally from Pierre Lévy's theory of collective intelligence, the increased power that large groups of individuals can apply to problems. He discusses Survivor spoilers through the logic of collective intelligence, showing how small numbers of highly devoted viewers were able to discover or predict the outcome of the show by collaborating in online discussion groups. Jenkins highlights spoiler hunting as example of participatory culture, where media consumers create new modes of engagement with media content... modes not necessarily endorsed by the creators. Jenkins is adjudged to ignore the massive disparity in participation among collective intelligences. (Bogost, 2006)

He faults Jenkins concept of affective economics (a marketing technique that appeals to consumer' emotional vicissitudes) on grounds it being a reinvention of existing concepts like associative advertising and lifestyle advertising. The types of examples Jenkins cites in explaining affective economics derive principally from product placement and sponsorship. For example, reality television like Survivor, American Idol, The Apprentice, and The Restaurant fund their programming largely through very few high-value sponsorships in which products and services are more

deeply integrated into the shows (Reeboks on Survivor, Coca-Cola on American Idol, Pepsi on The Apprentice, American Express on The Restaurant, etc.) (Bogost, 2006).

The increased collaboration between content providers and sponsors is an example of mass media convergence culture. Content and brand development of the usual sort, such as the Coca Cola cups, serving as a part of the props, on the American Idol judge table, offer one example of this type of convergence. But Jenkins makes a convincing argument that the content of these media themselves depict convergence of a much more subtle kind. When we watch American Idol, we learn about the contestants as individuals rather than generic artists. Jenkins, however, notes that this type of programming creates more viewer participation with advertising, creating brand "expression," which is more valuable than "exposure," (a way of weaving the central idea of programmes around the product/service of the sponsor). It may spell doom for the sponsor and its products if the programme fails. He cites an example,with AT&T when its failure to handle the volume of voting calls the viewership demanded impacted both on the network and the sponsor (Bogost, 2006).

Bogost (2006) notes that the Jenkins adopts a narrative approach in analyzing Star Wars and The Matrix, a technique Tripp (2006) criticizes. This style is also known as transmediastorytelling, a narrative told across multiple platforms. It is a form of crafting a media universe for a movie that consists of an animated series, comic books and video games … (Evan West Media, 2011). For instance, to fully experience the Wachowski brothers' epic, The Matrix, one must also collect all issues of the comic book; explore the web site; view the anime cartoon; and play the video game (Bogost, 2006).

Jenkins' discussion of transmedia storytelling is regarded as fascinating, and fits together very well with Frank Rose's discussion in The Art of Immersion. The discussion of transmedia storytelling combines Jenkins' three concepts of media convergence, participating culture, and collective intelligence because it requires consumers to move across multiple media and collaboration with a fan community to fully experience a story (Sheldon, 2012).

Though faulted for being quiet on the negatives of reading Harry Potter, and his non preference for older generation and their media choice, Jenkins is commended for a considerable knowledge about fandom and popular culture as seen in his presentation of enjoyable discussions on Star Wars and Harry Potter(Bogost, 2006).He is also commended for framing convergence as a paradigm shift away from media-specificity to media-diffusion. According to Vivas (2008) paradigm shift is not about communications among individuals but rather about their "being" in "being" with one another (from one to many and one to one to many to many). Jenkins credits Ithiel de Sola Pool (1983) with seeing the transitions that were coming. Convergence does not mean technological consolidation, but it does entail both corporate and participatory consolidation.

Tripp (2006), a doctoral student at the University of Central Florida, stated that Jenkins' work is at the nexus of media studies theories that focus on the ideas of media convergence, fan culture, fan fiction, blogging, collective intelligence, and participatory culture.

She noted that Jenkins concerns himself with the four aspects of convergence – economic, technological, social, and cultural. By "technological convergence," Jenkins means the digitization of media content. Economic convergence refers to the integration of the entertainment industry into a media conglomerate that controls a variety of aspects of the production of media and results in a restructuring of cultural productions and transmedia activities. Cultural convergence describes the new forms of creativity that emerge from consumers. The author in the book's introduction demonstrates anoverview of a blurring of these four aspects of convergence, a blurring of the lines between disciplines in a historical and cultural context. Convergence, then, for Jenkins, is this blurring of boundaries, fields, and specializations.

Jenkins' core claim,according to Tripp (2006),is that convergence culture represents a shift in the public's relationship to media. For Jenkins, this shift is first through popular culture, where the skills acquired through play also have applications in the worlds of education, work, and politics. Jenkins points to a variety of social, corporate, and academic institutions that are attempting to break their entrenchment by modelling new initiatives on grassroots fan communities. Vivas (2008) supported this view, adding that convergence changes relationships and logics.

In turn, these new initiatives benefit from what the author calls an era of media convergence and collective intelligenceandJenkins relies heavily on Pierre Levy's (1994) theorization in Collective Intelligence: Mankind's Emerging World in Cyberspace. Levy (1994) defined the concept as a phenomenon of collective human action and the ability to "collectively think" about problems in order to reach a consensus. This was illustrated in Chapter 1 "Spoiling Survivor: The Anatomy of a Knowledge Community," where Jenkins explains how individual bits of information are collected, advertised, then doled out to hungry consumers of information. This "group think" culture (or as Jenkins terms it, "collective intelligence") has its own rules and credentialing systems which evaluate not only the quality of information posted, but the ethos of the poster. This is in line with the definition of cultural convergence as captured by the author (Tripp, 2006).

According to her, Jenkins develops ideas about the expert paradigm and affinity groups. The expert paradigm "uses rules about how you access and process information, rules that are established through traditional disciplines. By contrast, the strength and weakness of a collective intelligence is that it is disorderly, undisciplined, and unruly" (Jenkins 53). Emerging knowledge cultures are voluntary, temporary, and tactical affiliations. People only remain in affinity groups as long as they meet the emotional and intellectual needs of the individual (Jenkins 57).

She describes Jenkins as a critical utopian (one with a vision of an optimist world as against pessimists, like Noam Chomsky, Mark Crispin Miller and Robert McChesney, who see wrongs in the society that should be corrected) who believes that emotional appeals are more important than rational appeals for consumers, and participation is the most important of all.Aymar (2010) in looking at how online communities are being empowered by corporate media, notes that the politics of critical utopianism is founded on a notion of empowerment; the politics of critical

pessimism on a politics of victimization. One focuses on what we are doing with media, and the other on what media is doing to us.

Tripp (2006) faults Jenkins on the manner he takes observations from media that are familiar and sensible and contextualizes them quite lucidly. This is drawn from the author's conception of "transmedia", typified in the Matrix franchise. She notes that in the case of the Matrix, film, websites, and digital games all work together to create a complete experience of the virtual world of the Matrix. Not all information about the Matrix is available in any one media form and the consumer is lured to enter all forms of the Matrix media in order to experience the story completely.

She disagrees with the last chapter (Chapter 6), titled "Photoshop for Democracy: The New Relationship between Politics and Popular Culture," describing it as the weakest section of the book, for its failure to acknowledge the complexity of the political situation surrounding the 2004 presidential campaign and election.She also criticizes Jenkins for offering a rather unbalanced view of political parties involved in the 2004 election, a view supported by Vivas (2008). To her, Jenkins' work could be categorized more as journalism than as weighty new media scholarship.

By comparison, the last chapter on politics and popular culture and the afterword on the ramifications of YouTube on politics, while interesting and important, seemed out of place (Jamaral, 2011). However, Aymar (2010) appreciates the last chapter but feels it is highly underrated.

An online marketing company, Evan West Media (2011) appreciates Jenkins' notion of transmedia, but admitted it "was a flawed experiment, an interesting failure". Itattributed the failure to the fact that the story was not expanded upon fully in each medium. Movie critics thought The Matrix sequels were poorly written because there seemed to be gaps in the stories. It observed that people that played the video games, read the comics, and watched the animated version thought that those stories needed more substance.

Evan West Media (2011) commended Jenkins' convincing demonstration of participatory culture and convergence culture through The Matrix and Survivor, and described their usage within the Harry Potter franchise as excellent.

Carragher (2007)was unimpressed with Jenkins' 'modesty' in establishing the relationship between the three concepts in the book – media convergence, collective intelligence and participatory culture. According to him, Jenkins defines the terms and, a few pages later, still in the Intro, writes, "My aim is...modest. I want to describe some of the ways that convergence thinking is reshaping American popular culture and, in particular, the ways it is impacting the relationship between media audiences, producers, and content." This is in contrast to McLuhan who is bold to a fault in "Understanding Media", but bold and not afraid to be wrong, and that's important. He is of the view that Jenkins aims low, way too low. "Modest" here translates to not trying very hard.

However, Carragher (2007) commended the book for teaching three things:
a. People get information and entertainment from a variety of media,
b. People can get the same information from a variety of media,

c. Fans are passionate about their TV shows and classic popular movies and books and some like and utilize spoilers, and, repeatedly.

Stevens (2006) criticizes Jenkins' "traditional" convergence theory about converging media and argues thatthe instigator of convergence is the need for new patterns of consumption, not production.Vivas (2008)described Jenkins as a master of arcane tid-bits in that the book is a collection of previously published articles reworked into a book, which is not a pleasing approach and explains why the text is a bit too focused on media, art, and "culture".

Critiquing from an Eco-Topian (a society that is not a true utopia, in the sense of a perfect society, but while guided by intentions and values, was imperfect and in-process) background, he notes that although the author focuses on "participatory culture" the book's emphasis is on the "culture" part, not the social networks, integral consciousness, appreciative inquiry, co-intelligence, and so on.

Sheldon (2012) is swayed by how the viewers being so "participatory" become involved even with the advertisements and can sometimes become advocates for products. He notes that there is an opportunity for more and better creativity with less control by media companies, in line with Jenkins'assertion that "the power of participation" should be seen as "writing over, modifying, amending, expanding", and so "adding greater diversity of perspective, re-circulating it, feeding it back into the mainstream media."

Sheldon believes Jenkins did a good job at showing how society can potentially improve in advocating for a culture of participation. Jenkins lists several media critics and goes on to explain why they are media pessimists, ultimately seeing increased media participation as a good thing. He realizes that everyone is potentially a producer and consumer of media, same view expressed by David B. Harris (2008) that the new is not replacing the old but transforming it.

A website, www.maher.filfre.net/../convergence.html is of the view that "Convergence" is the "paradigm shift" of the last few years. The word gets bandied about a lot in the media world, but seems to have no set definition. It talked about the black box fallacy and how Microsoft's creation of its X-Box console was influenced by this type of convergence.

Technologically, this wasn't such a stretch. Sociologically, though, it was, and it never happened. If anything, the marketplace is filled with an even more bewildering array of electronic gadgets today. With this style of convergence effectively dead, the word gets a host of possible definitions www.maher.filfre.net/../convergence.html.

It observed that most of the properties Jenkins examines just aren't very good. Survivor is a celebration of all the worst aspects of human nature; American Idol is a veritable monument to bland, uninteresting music, a triumph of showbiz over artistry; and TheMatrix, with its intellectual pretensions in the form of recycled Cliff's Notes philosophy, perhaps was found the most irritating of all.

In the end, Convergence Culture is a good overview for readers interested in popular culture and an excellent introduction for the general public. Jenkins' combination of readable, entertaining, lucid prose, practical application, and scholarly foundations helps to establish this book as a popular analysis of contemporary

cultural life. Scholars of new media studies, however, may find that this book offers only a cursory examination of the topics they study. This book is accessible to general audiences, but fails to dive deeply into the issues confronting scholars in the field of new media studies; Jenkins' work could be categorized more as journalism than as weighty new media scholarship (Tripp, 2010). Even so, Convergence Culture is timely, thought-provoking, and an all-around good read for the popular audience.

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An Appraisal of Persisting Issues in Advertising Practice

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Abstract

The paper appraises persisting issues in the practice of advertising in Nigeria inspite of its socio-economic importance to the nation and the benefits it offers to markets, organizations and consumers alike. The work closely examines the issues involved with a view to fashioning a way forward towards best practices. Anchoring the work are persuasion, human action approach theory, Marshal's model, teleological theory and gate keeping theories. The paper concludes that advertising supports the media and the overall economic system. However, there is no disputing the fact that the practice of advertising has been often misconceived and criticized. The regulatory bodies have not really helped matters as they are not in very tight control of practitioners therefore many things take place. Based on the foregoing, the work recommends that APCON and its subsidiary bodies should vigorously regulate, control and handle malpractices in the advertising domain. Ethical standards should be raised by practitioners. They must be credible to succeed as professionals. Adverts should pass through the toughest scrutiny so that they can be free of ethnicity, tradition, gender etc among others.

Introduction

Advertising is a complimentary management function. To a large extent, it is known to influence people especially in this modern – day world. Organizations too, both public and private have come to understand that the ability to communicate effectively and efficiently with their target publics is crucial to their success. The media also depend on it for survival. Rabiu (2010) quotes Azzaro (2004, p.1) as saying that in United States the advertising business largely supports the media. Azzaro (2004) explains further that media is the business of delivering content to an audience. Interesting content is what attracts audiences to the media. These audiences then pull advertisers who want their advertisements to be part of that content. Advertisers spend money to buy access through media channels to communicate with

consumers in the audience who might buy their products, services and ideas. Those advertisements help pay for the media that consumers enjoy.

Conceptual Clarification: Advertising

Definitions abound. Media people maintain it is a persuasive process. To businessmen, it is a marketing process; economists and sociologists tilt it to economic, societal or ethical significance (Rabiu, 2010). Consumers are not left out because they are the reason for advertising. Some of them see it as a nuisance.

A more functional definition by the American Marketing Association and Advertising Practitioners Council of Nigeria (APCON) says, an advertisement "is a communication in the media, paid for by an identified sponsor and directed at a target audience, with the aim of imparting correct information about a product, service, idea or opinion".

To Ginn (1995, p. 224), "advertisement comes from the Latin word "vetere" meaning "to turn". He explains that, when an advertisement turns a person's head, it has already done half the job. Once it has a consumer's attention, it may turn his or her ideas about what to buy, think or do.

Nwosu and Nkamnebe (2006, p.78) point out that advertising…involve information, communication, persuasion, consumers – publics meaning one and the same thing. The authors further explain that advertising is "paid for" but presently; "paid for" has eroded because the media as avenues of information dissemination now charge for virtually everything including the so-called publicity materials.

According to Nwosu and Nkamnebe (2006), a thin distinction between advertising and other forms of publicity materials lie in the fact that advertising is more marketing oriented in terms of products, services and ideas. In terms of scope too, advertising is not very involving as is the case with fields like public relations. The former is essentially a marketing tool and profit – driven. The marketing job yields positive results in the end.

To this end, marketers are always up and doing in search of new ways and avenues to get in touch with consumers. Consumers too are not resting in their quest for more information. These drives have in no small measure led to developments technologically, economically, financially, communications wise and so on. All of these efforts are geared towards targeting market segments and to build long-term reputations and vice versa. Inspite of the all importance attached to this field; there is still an unprecedented level of social, economic, legal and ethical criticisms or rather issues which practitioners collide with. The paper seeks to critically examine the issues and come up with a way forward towards best practices. These definitions and several others are an embodiment of messages which entertain, inform and also persuade prospective buyers to take informed decisions. Advertising is however not restricted to commercial products but also to selling of ideas and services, one other thing is that, an individual, a group of people or an organization is always behind such advertisement.

Theoretical Framework

The premise of this paper is anchored on the tenets of persuasion and Human Action Approach theory.

Persuasion Theory

Persuasion theory is traced to the mid-1930s when Dale Carnegie first published his best-selling book "How to win friends and influence people". The notion of how to persuade others has been both a popular and profitable subject. Concurrently, with the rise of the mass media and the pervasiveness of propaganda used in both World Wars, the study and understanding of mass-mediated persuasive messages became critical to understanding political and social change, (Dainton, 2004).

Today, the import of understanding the power of persuasive messages is greater than ever. This involves a process by which messages are used to influence people. While persuasion typically uses information, emphasis in a persuasive message is on influencing the receiver (rather than merely providing information and letting the receiver make up his mind). Persuasion attempts to change minds or get people to act. Persuaders seek change.

Persuasion rests on issues of belief, motive, attitude and subsequent behavior. Galvin and Terro (2001) cited in Rabiu (2009, p. 21) say that, persuasion is central to people's lives. The authors add that many persuasive messages are encountered through the media. Describing persuasion as a complicated process, they define it as communication with a goal of other people. Galvin and Terro (2001) further add that a persuasive message is a communication strategy designed to change people's beliefs or behaviors or to move them to action hence the theory's relevance to the work.

Human Action Approach Theory

The theorist responsible for this approach is P.Winch. In his 1958 work, "The idea of a social science and its relation to philosophy", he explains that human behavior can be predicted because people make choices with a purpose about their actions. Behavior Winch affirmed is chosen by individuals to reach certain goals (in this case, buying behavior).

Human action approach has meta-theoretical; axiological; epistemological and ontological assumptions. The axiological says values definitely play a part in this-which ones are more important to an individual are the ones that goals will be modeled after and could be used to track behavior.

Epistemologically, the theorist says since there can be many different goals assessed for a person's behavior, there are many truths that could be possible for the humanistic theory.

Ontologically too, it is believed that free will does rule behavior which can be predicted when goals are observed. Although, critics contend that the theory is used as a measure to provide better understanding of behavior that has already occurred and it says nothing about future behavior. It is still useful to apply in situations when trying to explain behavior that has already occurred. For example, a post on www.utdallas.edu/dept/hd state that, a group of people listening or watching persuasive speech/advert about smoking and lung cancer. Fear appeals had nothing to nothing to do with changing people's minds. They were presented with new information that, stopping smoking increases life expectancy even for former smokers. That led the audience members to quit. There was a change in behavior because the audience saw living longer as a goal.

In relation to this work, advert messages determine what action prospects take at the end of the day as posited in the assumptions of this theory that, there can be many different goals assessed for a person's behavior.

The Persisting Issues with Advertising

Advertising is indeed a form of communication intended to persuade an audience to purchase or take some action upon products, ideas or services. While advertising can be seen as imperative for economic growth, it is not without social costs. Critics contend that so many ills come with it. That, advertising is increasing pervading public spaces such as schools, which they argue, is a platform for child exploitation. Unsolicited commercial emails and other forms of spam have also become prevalent such that they are a major nuisance to users of these services as well as being a financial burden on internet service providers.

In addition, critics feel that advertising frequently uses psychological pressure for example, appealing to feelings of inadequacy on the intended consumer, which is thought to be harmful, (Wikipedia.org). Belch and Belch (2001, p.761) also aver that the role of advertising is controversial and has sometimes resulted in attempts to

Similarly, Iwokwagh (2006, p.52) quotes Doghudye (1989, p.162) as saying that, "honest advertising practitioners will readily admit that several malpractices are currently going on and are destroying the image of the profession". At several national for a too, Iwokwagh (2006) says that advertising has been variously criticized for being false and misleading.

These, among other vices, are complaints arising from what advertising presents to customers. The overall intention, though, is to move prospects to countenance favorably the merchandize put forward in the market and to patronize them. This section of the work looks at some issues that have made advertising to be criticized for violating and miring society in controversy over time.

Socio-Cultural Aspects: Sexism, Discrimination and Stereotyping

The general thinking is that advertising is the leading light in our cultures. That is to say, sometimes the messages may counter cultural norms, religion and even philosophy of a people. It is when advertising violates these aspects of society that there is a growing discontent. Postings on www.commercialalert.org state that many scholars go beyond considering advertising as a kind of religion and that advertising even replaces religion as a key institution. Children for instance are bombarded with adverts on noodles, snacks, drinks, toys and so on. As such, they pressurize or rather persuade their parents so that they can have those goodies advertised especially on TV due to visuals they see. The portrayal of tobacco and alcoholic products also appeal to young persons as they are glamorized and shown with/without consequences. Resistance to adverts is said to be weakest here.

Regarding sex appeals, opponents feel that advertisers aggressively display scantily clad women in the bid to sell all kinds of things: from lingerie to soap; perfumes, hair products, creams undies, electronic appliances, cars and what have you. The thinking is that both children and teenagers are also targeted with these.

However, other people still posit that advertisers only resort to various tactics to get people to buy their wares or patronize their services, e.g the use of humor, self-

esteem, peer pressure etc. The one assumed to be the most popular and most effective is the use of sex, (Price 2002 cited in Danesi 2005, p.64).

An excerpt from one article by Eric Smith of Garlicke and Bousfield, a Durban-South Africa law firm titled, "Suggestive advertising" also cited in Danesi(2005) states that, "health, fashion, beauty and fragrance ads would be dull, wimpish and lack-lustre without the strong positive images of near-perfect models flaunting flat-ribbed abdominals, seductive curves and breathless beauty". The writer leaves us with this poser: "How else would Calvin Klein promote his underwear for men but to use clean-shaven tanned models that have all the bulges in the right places?". This out rightly shows that there is something about sex and sexuality that arrests most people's attention and gets them to buy the associated products.

Another article titled, ''Biological basis of sex appeal'' by Richard Taflinger in Brandfaces magazine posits that, ''sex is the second strongest of the psychological appeals, right behind self preservation''. He also points to the important role of gender in order for advertising to be effective. Taflinger further adds that, portraying a woman in a state of arousal is an invitation, as studies also show that advertising is easier and more effective on men. Also, they are receptive to the immediacy of the image.

Most research conclude that the reward centers in the human brain are activated by food, sex, money, drugs and anything that makes the individual feel good (excluding religious extremists). Also, reward centers in the brains of young hetero-sexual males are found to be activated by female voices. Some researchers describe this finding as ''a kind of visceral response to beauty''. Perhaps, this explains why beautiful women are used to sell products.

Another reason why sex is used in advertising according to Katz (2003) quoted by Danesi (2008) is because advertisers want to shock you by forcing you to look at what they are selling. This is against the back ground that daily, you are bombarded with adverts everywhere you turn.

Generally, people are said to resist advertising, they want to be left alone. But the contrast remains that there is a strong self-interest and this could be an explanation for the sex tactic, which shockingly gets your attention. On the whole, advertisers believe that the more outlandish, the sexier, the more skin shown; the more the brand image will refuse to leave one's memory. The strategy is that when next you go shopping for any product, you will naturally prefer the advertised brand of products.

More so, the thinking by certain people that the explicit use of sex to sell products is a more recent practice is an age-long tradition which dates back to about 140 years ago according to Tom Reichert, Professor of advertising, University of Alabama. In his book, ''the erotic history of advertising'', such adverts portray women in order to sell. That, as far back as the 1880s, the famous Duke cigarette enclosed in their packs small cards showing suggestively dressed ''women of the stage'', which encouraged purchasers to continue to buy in order to complete the whole set.

Advertising is often criticized for using stereotypes, gender-specific roles of men and women reinforcing existing clichés and for inadvertently or even intentionally promoting racism and ageism. At the very least, it often reinforces stereotypes by drawing on recognizable ''types'' in order to tell stories in a single

image or 30 seconds time frame. Activities are also depicted as typical of male or female. In addition, people are said to be equated with commodities and gender specific qualities are exaggerated e.g cosmetics, fashion food, (www.media_awareness.ca).

Advertising as Untruthful and deceptive

Critics of advertising contend that it deceives consumers into making wrong choices. Bobbit (2008, p.246) says an advert is deceptive if it makes no false statements yet, leaves out important information or is otherwise misleading. If for instance, an advert says product 'A' costs less than product 'B' yet omits the fact that product 'A' is sold in 32ml bottle while product 'B' is in 48ml bottle then, it means both products come with the same content while in the actual sense they are not.

In a letter to the editor of 'Brandfaces', for the 'brand court' page titled, 'My brand new Honda CG125 is a pain in the ass', the complainant was angry as the claims that the bike he bought is the most rugged of all motorbike brands was not true after all. First, he realized that the bike brand was of two categories. One is assembled by Honda Nigeria while the other was produced by Xintian, a Chinese company imported freely into the markets. It was ordered by a courier Service Company for which the man works. Though, tested and ascertained by the importer, the bike had problems almost immediately thereby debunking the earlier claims.

The company would have run an ad alerting customers of the fake brand but they never did. Many products lay claims which are often unfounded and the consumer either continues or discontinue the use of such products and opt for a better option. Nescafe advert for instance claims it 'awakens your senses' and in the real sense it does not.

In Nigeria, MTN forinstance has at different points claimed. ''It's all about you'', ''Life is beautiful'' and ''everywhere you go'' in their campaigns but people feel these are mere 'business claims' which cannot be matched with the quality of services provided. Subscribers are of the view that life cannot be uglier than the frustrations they go through with telephone service providers whose services are 'all about their pockets'.

Our submission is that no system can be hundred percent perfect but in every situation at all there are bound to be lapses but providers and other business services need to be on their feet in search of ways to improving their services because the customer is the reason for their existence and it behoves on them to render quality services so that the benefactor can hold on to it.

Advertising as Offensive

Another criticism is that ads are sometimes offensive, tasteless, irritating, boring and obnoxious and so on. Most people feel offended by some ads at least, sometimes. According to Belch and Belch (2001, p.746), a number of studies in the western world found that consumers feel most ads insult their intelligence while most are in poor taste.

In Nigeria, MTN's "Mama, Na Boy" advertisement became a subject of controversy sometime in 2005. The battle cry came from the camps of gender rights groups. The camps took it up against MTN because they felt the company was deliberately encouraging gender discrimination in the commercial and presumably for

its failure to appreciate and recognize the injury it could inflict on the women folk. They saw the commercial as yet another war informally declared against them.

Analytically, the truth remains that the company made an innocent error by emphasizing that the child was a male when the society we live in already places so much importance on male children while women are at the receiving end of the male-child syndrome. The real message conveyed in the commercial is that of MTN's wide coverage up to the rural areas and the spectacular celebration that the news elicited by the call in the village. The controversy however presented the company as one that is either insensitive to the feelings of women who have been at the receiving end of traditions and customs that discriminate against them, or unconsciously encouraging such practices.

The company however rested the commercial in a subtle manner and launched the next phase of its "Life is beautiful" series. The fact remains that most times companies employ certain strategies in their commercials for the purpose of selling ideas, products and or services but when the audience interprets such messages differently problems arise.

In Brazil too, Catholics were also reported to have protested against the ''Pirelli'' commercial. They saw it as an insulting imitation of the risen Christ. The company was said to have wasted no time in discontinuing airing of the commercial although, it did not make any effort at defending the choice of the statue used in the ad just like MTN did (Iboroh 2005, p.10).

Advertising Discontent from the Legal Perspective

a.   Passing Off – This entails misleading the public to think that a certain product is that of another. Ozoh (1998, p. 192) sees this as fraudulent. He notes that such intention is meant to enjoy all the benefits that come with the existing products' good name. This practice includes trading products as that of the plaintiff's, using a closely related name or that of the plaintiff. These, Ozoh (1998) explains, are likely to mislead the public into believing that the defendant's business and that of the plaintiff are one and the same. This can be seen with Vitafoam products and other misleading companies that also produce foams. One particular company produces mattresses and uses a near resemblance of the vitafoam's 'V' trademark. People do know that Vitafoam products are known for quality and the other company uses that to probably deceive customers into believing that the two products are the same. Numerous other cases abound in our markets such that the consumer is at the receiving end while; original owners of products are robbed of their right. One wonders whether they choose to be ignorant or they are not just aware of such occurrences. Maybe, the awareness is there but fear of long and corrupt judicial processes and resources to go through lets them be.

b.   Copyright- This is the outright use of expressions, songs, music, words or compositions of other people without prior approval. In the realm of advertising, what is involved is copying of visuals, artworks or similar visual representations created earlier by other persons or agencies. Ozoh (1998, p.194) observes that such cases are usually unfounded here. This shows the extent to which people are sensitive about the originality of an agency's adverts. There may not be

direct cases of infringement of such; it is not uncommon to come across snide remarks about copycat agencies.

      c.   Invasion of Privacy- Invasion happens when people's pictures or voices are used without their permission or consent. There is however, no registered case in this regard here. To this end, Ozoh (1998) also explains that people are getting more and more enlightened and sophisticated regarding their rights so, it is no longer possible to use people's pictures or voices for commercial purposes without express or implied permission.

      Other attacks on advertising are associated with following:

      Language- Critics feel that advertisement is too breezy, informal and casual. They believe that advertising twists language by fragmenting sentences, omitting punctuations, exaggerating and padding sentences through the use of multiple adjectives etc. Rabiu (2009, p.36) says critics believe that ideal language should be exact, precise, objective, correct and clear. Citing Bovee and Arens (1983), Rabiu (2009) explains that grammar rules and especially punctuation rules are commonly broken by copywriters and this truly infuriates critics. For example, S.C Johnson & company's slogan for their RAID insecticide is '…Kills insects dead!'. English critics according to Rabiu (2009) frown at the heavy use of punctuations (dashes, hyphens, periods, exclamations and question marks) by copywriters and multiple adjectives like 'rich', 'full-blooded', 'heavy-texture' and so on.

      Bovee and Arens (1983) however explain that perhaps, the critics fail to understand that contemporary advertising copywriters use the same license allowed in poetry for centuries hence the play of words.

      The use of Puffs- This is the use of hype or exaggeration which critics feel cannot be proven true or false e.g 'the best', 'premier', or 'the only way'. Common usage is said to portray puffery as praise for an item to be sold using subjective opinions, amplifications and vagueness, generally stating no specific facts. BAGCO bags advert claim the bags are as strong as the elephant but they last only for a while.

      In this regard, Nwosu and Nkamnebe (2006, p. 178) explain that the law of contract does not stop ad agencies from using legitimate persuasive tools of intentional exaggeration, which is a powerful tool of creativity in advertising.

      Materialism- Bovee and Arens (1983); Dominick (2002) state that critics claim advertising affects their value system. This is because advertising portrays acquisition of more things as the means to a happier life instead of acquisition for more spiritual and intellectual enlightenment.

      In response to such view, Dominick (2002) affirms humans have a variety of needs: biological (food, shelter), psychological (self-esteem, actualization). Other proponents of advertising explain it caters for a wide range of needs, not just the basic one. They see nothing wrong with regular purchases if it boosts a person's self-esteem. These and other reasons according to critics portray advertising in bad light but, companies really need to boost sales and no other vibrant way than creating awareness can do the magic through persuasion.

Conclusion

      Advertising is an integral part of our social and economic systems. It has evolved into a vital communication system in our complex and ever-changing world. Its ability to deliver carefully packaged messages to target audiences has given the

practice a major role in the marketing of programmes, ideas, services and products. Large and small enterprises increasingly rely on advertising for their success. As rewarding as it is, so do challenges come with it and real ethical behavior is sometimes expensive, and that is where the dilemma lies. Sometimes, there is no ethical way to protect and be protected and this means that certain ills are propagated not because those involved are evil. Most times, such things are done because problems exist and cleaning up image is said to be easier and cheaper than cleaning up mess. It also seems APCON and other advertising regulatory bodies are not in firm control of their responsibilities, effort has to be stiffened to closely monitor the practice as today's consumer has also become more sophisticated and fully aware of his rights.

Recommendations
-Advertising agencies and other regulatory bodies should rise up to the challenge of checking ads in terms of language, terminologies, appeals and manner of presentation especially those ads targeted at children, young persons and groups. Even though, what is a matter of concern in another society will mean nothing to another and to certain groups; extreme care should be taken.
-Measures such as corrective ads/messages over a period of time should serve as remedy for nasty situations while apologies could be tendered to aggrieved persons as a sign of commitment. It does no credit to the product or the agency to carry on as if those whose feelings have been hurt by a commercial do not matter.
-Advertisers to present favorable information and to be truthful at all times no matter what it costs to do so to enable prospects make informed choices.
- No matter how difficult it is, social, professional and ethical considerations be taken into account so that professional integrity and of communication channels will be maintained and protected.
-Advertisers should have a reasonable basis for making claims about product performance and also provide evidence to support the claims. A commercial must effortlessly connect with the audience it is appealing to. It must establish a relationship between consumers and the product promoted.
-Ads should be subjected to the toughest scrutiny to ensure they pass the tests on issues of religion, ethnicity, customs, traditions, gender, vocations etc while, self-regulation should also be complemented.
-Consumers should also form groups and other organized bodies for the protection of their interests.

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An Assessment of the Use and Impact of New Media Technology in the Diffusion of Agricultural Innovations in Plateau State

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ABSTRACT

The technological advancement of the world today is being felt in many areas. The agricultural sector in Plateau State is one area that is experiencing dynamic transformation as a result of an agreement entered into by the State Government and a private Israeli company. This agreement has resulted in Agricultural Services Training Centers (ASTCs) in three local governments in the state. This study focused on the most active center located in Kassa/Vom. A two pronged methodology was used namely; Focus Group Discussion (FGD – for farmers) and interviews (for ASTCs' staff). The findings of the study revealed an awareness of new media tools and the use majorly of the mobile phone to disseminate information. Despite the challenges of erratic power supply, irregular network connectivity and so on, it is recommended that a deeper awareness be created on the broad horizon available through the use of new media not just on the phone but through other means. Alternatives to challenges should be looked into and encouraged for enhanced agricultural development in the state and beyond.

Keywords: Agricultural Services Training Centers (ASTCs), new media technology, mobile phone, diffusion of innovation

BACKGROUND TO THE STUDY

As the world develops technologically, developing countries continue to strive to bridge the digital divide with developed countries. The development of Information and Communication Technologies (ICT) today play a vital role in not only connecting communities but bringing in levels of development, based on the

ease ICTs bring. ICT is a key component for addressing the challenges in the 21st century and bridging the digital divide between developed and developing countries.

Nigeria, as a developing country, is working towards this integration on several fronts. One of these fronts can be vividly seen in Plateau State located in the central region of the country and known for its mild temperate – like climate which is derived from the high altitude, therefore the name, Plateau. The state is known for its tremendous agricultural potentials (Plateau State website, 2014). As a realization of this great potential, the state government under the administration of Governor Jonah Jang in 2009, signed a joint venture agreement with SEC Equipment and Communications (Nigeria) Ltd. – an Israeli company – to establish three (3) Agricultural Service Training Centers (ASTCs) spread across three (3) senatorial zones of the state. These training centres serve as extension services that train and give information to farmers about agricultural production techniques such as soil testing, new crops, good quality seed and timely use of pesticides and fertilizers(Plateau State Government House website, 2014). Due to the fact that change or transition in any form can be challenging and premised with resistance, there appears to be a need to assess these extension services and the impact that new media diffusion is bringing into the practice of agriculture. This need forms the basis for this study.

STATEMENT OF THE PROBLEM

One of the major problems of agricultural production faced by farmers is their inability to access relevant information in a timely manner. Nigerian farmers hardly feel the impact of agricultural innovations either because they have no access to such information or because it is poorly disseminated (Ozawa, 2003). The internet these days, is more accessible at fairly affordable rates thereby enabling farmers to receive relevant agricultural information. Despite its affordability and accessibility, information dissemination seems to be challenged by many factors. Ozawa (2003) argues that agricultural information is not properly diffused together with new digital technologies to disseminate effective and timely information to the farmers. This appears to be a challenge in ASTCs use of the new media to reach farmers. The problem upon which this study is premised is whether its utilization has been effective over the past two years (2010 – 2012) and challenges this transition process has posed or faced.

OBJECTIVES OF THE STUDY

The following are the objectives of this study:
1. To determine the level of awareness of new media tools by farmers in the study area.
2. To identify the different types of new media tools used by farmers in the study area.
3. To determine perceived benefits of new media by farmers in the study area.
4. To identify the challenges to the effective use of new media as experienced by the farmers and extension workers in the study area.

RESEARCH QUESTIONS

Based on the objectives stated above the following research questions are presented:
1. What is the level of awareness of new media by farmers in Kassa/Vom?
2. What type of new media tools and means are available for farmers' use?
3. What are the benefits of new media as perceived by the farmers?
4. What are the challenges farmers and extension workers face in their effort to communicate agricultural information using new media?

LITERATURE REVIEW

New media, as a concept, refers broadly to the convergence of digital communication technologies. It is most often associated with the interactive entertainment industry, the internet, digital design, and other computer oriented multi-media pursuits (Vancouver Public Library, 2010). The concept of new media according to UNESCO (2011) is that it is a new or advanced technology that enhances the dissemination or creation of information and communication, and also refers to technologies that facilitate the creation, processing and transfer of information across space and time. Rice (1984) caps it off saying that the media is a communication technology that enables or facilitates user-to-user interactivity and interaction between the user and his information. Such a definition replaces the "one-to-many" model of traditional mass communication with the possibility of a "many-to-many" web of communication, since an individual with the 'appropriate' technology can now produce his or her own media. These include images, text and sound about whatever he or she chooses.

Rice (1984) describes three different kinds of communication media as:
1. Interpersonal media that is, "one-to-one"
2. Mass media that is, "one-to-many", and
3. New media which is individuation media or "many-to-many".

New media here, encompasses all the forms of communication that use the internet, including podcast, RRS (in full) feeds, social networks, text messaging, blog, wiki, virtual world and more (Department of Health and Human Services, 2012).

The difference between the old media and the new media is that latter involves lots of web applications and platforms. According to Umair (2011), the Web 2.0 technology is a breathtaking example and also an element of new media. Media coverage of Web 2.0 concentrates on the common applications and services such as blogs, video sharing, social networking and podcast—a more socially connected web in which people can contribute as much as they can consume (Anderson, 2007).

Agricultural information systems should be the basic component of extension institutions' task and must be incorporated into their long and short term plans. Having adequate well-presented information will improve the efficiency of rural development projects and programs. It will improve the implementation of rural projects and programs through improving capacity of managers to devote due consideration to the principles of rural development programs: accessibility, independence, sustainability, participation, effectiveness and vision (Samuel, 2001). It is passed from the researchers through the extension agents to the farmers.

A lot of approaches have been put in place over the years to help get information to farmers. Approaches like general agricultural extension approach

which uses on – farm demonstrations and large field members of staff for implementation, commodity specialized approach, agricultural extension participatory approach and project approach. Although huge financial resources have been expended on formal agricultural research and development, many poor people in remote and less-favored regions have not benefited from technologies developed for resource-rich areas, especially where government policies have been unsupportive.

Presently in Nigeria the approach used, according to Arokoyo (2003), is the Training and Visit (T&V) system where the extension agents visit the farmers fortnightly to take necessary agricultural information to them and teach improved farming practices and methods. The farmers have to wait another two weeks to get any information or answers to their questions. This method though good has not yielded much result Arokoyo (2003) observes. One extension agent is assigned to about 2000 farmers. The communication is ineffective because most of the time, farmers find it difficult to comprehend information they get through an intermediary. Noise is always there when such information is disseminated by an intermediary. Which means it is characterized by message distortion. Some farmers are disadvantaged by distance from others, and find themselves in such a situation which makes it difficult for them to have easy access to information. Owing to illiteracy some of the farmers cannot read but only understand the local language. Extension contact is poor because the ratio of extension agents to farmers is far from adequate.

New media can empower rural communities by enabling them to gather and access information they need to help themselves (Bertolini, 2001). This is mainly achieved through the use of mobile telephony which has proved to be cheap and affordable by the rural populace. New media can help in many ways to open up new markets. For instance, information on agricultural issues (e.g. seeds, weather, products and markets) can increase agricultural productivity and improve market access for cash crops. Rural households can earn higher incomes by producing agricultural goods for urban markets, trade liberalization and an improved transport infrastructure.

New media gives rural people and organizations access to social services in urban areas which otherwise, are out of reach. It can be used to initiate horizontal exchanges between the rural population and service providers. It also encourages groups of people to organize themselves in such a way that they can share knowledge and experience, both rapidly and frequently. It can attract infrastructural development in the rural areas such as network access, internet cables and so on. The dynamism of new media is perceived to promise fundamental change in all aspects of life, including knowledge dissemination, social networking, economic and business practices, political engagement, education, health, leisure, and entertainment. It is believed that new media is useful either as a tangible good in its own right or as value-added services that assist the development efforts made by governments (Marker, McNamara & Wallace, 2001)

The benefits derivable by farmers' use of new media technology, according to Nzeako (1999), are numerous. (The reviewer advised that you indent a few and explain what they mean) A few of them include:

1. Access to information – it has the potential to broaden, enhance access to information and communication resources for farmers, to strengthen

the process of democratization and to ameliorate the endemic problem of poverty.

2. Reduces transportation costs - wireless technologies reduce the reliance on costly fixed telephone infrastructures thereby reducing the need for constant travelling and creating access to government services, and much more.

3. Minimizes distance barriers - new media fosters interaction and improved communication among the people. Farmers can interact with other farmers, their families, neighbours, suppliers, customers and intermediaries (Ozawa, 2003). This can be achieved through the use of mobile phones for calls and text messages, internet and websites, compact disc/digital video disc and so on.

4. Minimize time –The new media facilitates development of relevant local content and faster delivery of information on technical assistance. For instance, the use of mobile phones and internet ensures faster dissemination of information in case of emergency and curbs disaster easily (Department of Health and Human Services, 2012).

5. Trade and commerce - rural communities can now trade and do business with any part of the world through the internet and local electronic networks.

6. Access to new techniques for improving agricultural production.

7. Efficient marketing of agricultural products through information and telecommunications network.

8. More efficient distribution.

9. Monitoring market performance and measuring market trends.

10. Easy and greater access to agricultural inputs and government policies, assistance, and so on.

Despite the numerous benefits and advantages in the use of new media for agriculture, there are a lot of challenges faced by farmers that restrain the use of new media for agriculture especially in the rural areas.

Some of the common problems in adoption of new media in rural segments are the levels of illiteracy in the use of ICT, non availability of relevant and localized contents in native dialects, lack of easy and affordable accessibility; awareness and willingness for adoption of new technologies among the rural peoples and so on. Some people living in rural areas do not know the benefits of using new media so they do not develop the skillsfor using it, create little or no time to use it, experience difficulty in using it and are unable to locate needed help centers and so on. Other challenges to the use of new media also include underdevelopment in the rural areas like inadequate ICT facilities, lack of electricity, lack of network coverage and the pull exerted by urban centers. Mobile phones are widely used in some rural areas, but others still lack network coverage. Maintaining computer systems can be a challenge in remote rural areas. Technical staff trained to use computers tend to migrate to towns, where salaries are higher with better connections. Farmers themselves may not see the importance of spending money on ICT (Internet connectivity) when a reliable water supply would bring more immediate and tangible benefits thus stifling the proliferation of the new media.

The new media tool of communication used by the extension workers when relating with the farmers is the mobile phone. The mobile phone here is classified as a new media tool because it is no longer used simply to make and receive calls but the multiple functions it has enables its classification thus. [(This definition should come much earlier)The new media, a 21st century term, is communication technology that enables a user to interact using all forms of communication on the internet, including podcast, RRS feeds, social networks, texting, blogs, websites, mobile phones, and more (Department of Health and Human Services, 2012)]. The new media gives farmers access to relevant information they need for maximum harvest and profit. ASTCs communicate agricultural information to farmers concerning farm production and how to modernize their agriculture for development in the state. They work as transitory mediators between the traditional and modern forms of agricultural practice.

THEORETICAL FRAMEWORK

The Diffusion of Innovation Theory goes beyond the two – step flow theory of communication which explains the information flow from opinion leaders, through interpersonal channels to individuals who had less exposure and are dependent upon others for their information. This theory is based on a process of communication through channels (mass media and interpersonal communication) that take place over a period of time by either an individual or any other unit of adoption resulting in the perception of innovation as useful. There are four main elements in this theory namely innovation, communication channels, time and social system (Rogers, 1995). One important factor in this theory is the "time" variable. Rogers (1995) viewed this variable as being visible in the following (Please paraphrase or indent):

(a)   innovation-decision process
(b)   innovativeness
(c)   an innovation's rate of adoption

The diffusion of innovation theory is concerned about how information moves through networks, the nature of networks and the roles opinion leaders play in them as a determinantto the likelihood that the innovation will be adopted. The opinion leaders here,are the well-informed people who relay information to others (Yaroson and Asemah, 2008). According toYaroson and Asemah (2008:105) "diffusion refers to a process by which new ideas are communicated to members of a social system whileinnovation means new ideas or inventions that are to be diffused to members of a social system". Bayes, Braun, and Akhter (1999) went a little further by asserting that new media has a very positive economic impact in rural areas where it creates a substantial consumer surplus, and immeasurable quantity of life enhancements.Anaeto, Onabajo, and Osifeso, (2003:215) assert that "the Ryan and Gross (1943) study identified that innovation released to Iowa farmers in 1928 resulted in agricultural innovations for more than 20 years and a revolution in farm productivity". In essence, this theory is about how new ideas, practices, technologies, or discoveries are spread to members of a social system through certain channels, within a given time for adoption or acceptance.

This theory was propounded by Bruce Ryan and Neal Gross in 1943 andwas further developed by Everett Rogers in 1960. Therefore, it can be stated that in consonance with this theory, ASTC's communicate agricultural information on how

to improve farming practices for farmers within a social system through new media such as internet, mobile phones, web 2.0, among others. For instance, extension agents may communicate and disseminate innovation to farmers through text messaging and farmers may also go online to seek for information about new crop varieties or fertilizer application, improved farming practices, soil testing and control of pests and diseases, and dates of meetings.

Jensen and Thysen (2003) reported that short message service (SMS) was found to be an effective tool for acquiring information such as weather forecast and suitable time to spray pesticides.

METHODOLOGY

The study was conducted to assess the use and impact of new media tools among farmers and extension agents of ASTC in Kassa/Vomcentre of Plateau State. The population of the study comprised of farmers, conveniently selected from the study area for focus group discussion (FGD) and staff of ASTC purposively selected for in-depth interview. A total of 6 farmers were selected for FGD and 10 staff were interviewed. The focus guide and interview guide were used to collect relevant data from the farmers and staff of the study area.

PRESENTATION OF DATA

Table 1: Responses to Questions 1 and 2 from Focus Group Discussion with the Farmers

Question 1	Person 1	Person 2	Person 3	Person 4	Person 5	Person 6
ARE YOU AWARE OF NEW MEDIA TOOLS?	Yes I'm aware and also make use of it to communicate.	Yes I'm aware and heard of the word new media.	No, never heard of new media.	Yes I'm aware, the new media are our phones, and the internet precisely (sic).	Yes I have heard of the internet and Facebook too (sic) before.	No, I'm not aware of the new media tools.
Question 2	**Person 1**	**Person 2**	**Person 3**	**Person 4**	**Person 5**	**Person 6**
WHICH OF THE NEW MEDIA TOOLS DO YOU USE WHEN RELATING WITH ASTC? 1. Mobile Phone 2.Internet/web 3.Email 4.Social Network 5.Blog 6.Others (specify)	I access the internet on my mobile phone.	I browse the internet and log on to the ASTC's website to check for latest agricultural information and seminars scheduled for farmers.	I use mobile phone for receiving calls and text messages from the ASTC.	I access the ASTC's website through my mobile phone and also send and receive text messages from the ASTC agents.	I interact with the ASTC through my mobile phone and internet.	I communicate with the ASTC through the use of my mobile phone anytime the need arises.

Source: Field Work, February 2014

Table 2: Responses to Questions 3 and 4 from Focus Group Discussion with the Farmers

Question 3	Person 1	Person 2	Person 3	Person 4	Person 5	Person 6
WHAT IS THE AGRICULTURAL INFORMATION THAT YOU NEED AS A FARMER?	I need information about weather condition/ climate change.	As a farmer I need to have information on access to funding in order to maintain the business and knowledge of the weather conditions.	The information I need as a farmer is how to get the market and how to get money to invest more in farming practices.	To receive information on anything about farming and marketing that will make my farm grow well and yield more profits.	Need more advanced and more reliable means of information to know more about weather condition on when to and when not to plant.	Basically what I need as a farmer is how I can afford to get tools for my farming, how I can get feeds, fertilizers and pesticides for my farming practices and latest development in agricultural services.
Question 4	**Person 1**	**Person 2**	**Person 3**	**Person 4**	**Person 5**	**Person 6**
WHAT ARE THE BENEFITS YOU DERIVE FROM THE USE OF NEW MEDIA TOOLS?	With the advent of the internet now communication is very easy, one can easily get the information directly from the right source which is very authentic.	The most important benefit is that it makes information go faster and saves time.	New media can be reliable and has the advantage of getting information at the right time.	Benefit includes easy access of communication to extension agent all the time. I communicate with the extension agent be it in day or night, which can be done through the use of mobile phone.	The new media tools makes information easy to come across because you can easily go on the internet, go to the ASTC's website and access all the general information you need as a farmer.	New media reduce transportation cost. For example the mobile phone for making calls and text messages.

Source: Field Work, February 2014

Table 3: Responses to Question 5 from Focus Group Discussion with the Farmers

Question 5	Person 1	Person 2	Person 3	Person 4	Person 5	Person 6
WHAT ARE THE CHALLENGES YOU ENCOUNTER IN USING NEW MEDIA TOOLS FOR AGRICULTURAL INFORMATION?	It is a little bit expensive in the sense that when you make calls or browse, they deduct your money so fast and also even though it saves time but it is money consuming.	It is a little bit expensive because you all need to recharge your phone all the time.	Some of the challenges faced are poor network coverage. At times you might be in the farm and want to reach out to the extension agent for information only to be disappointed by poor network.	The issue of slow or poor network at that particular time you need to reach the extension agent is a challenge.	The network is either slow, poor, or in fact you will not even have the network at all to connect with the extension agent.	Unstable or erratic power supply

Source: Field Work, February 2014

FINDINGS, DISCUSSION AND IMPLICATIONS

The data presented consists of the questions and transcribed answers given during the interview session and the focus group discussion. In order to analyze the assessment of the utilization of new media tools amongst ASTC and the farmers, a focus group discussion session of participants was recorded. Open ended questions were designed for the focus group which was represented as FGD of about six people and their responses were presented in tabular form. For each question asked, the number of people who answered questions was coded numbers one to six according to the sequence at which they answered the questions.

A group interview was conducted at Kassa/Vomcentre of the ASTC where a total number of six participants turned up for the discussion. The purpose of the interview was to assess the utilization of new media tools for information interface in agricultural development between farmers and extension workers under the auspices of the Agricultural Services and Training Centre.

Based on the data collected, it can be observed that 87.5% of the respondents (both staff and farmers) revealed that theyare aware of new media tools as an agricultural information channel. They indicated that the mobile phone is the major tool used by both the farmers and extension workers in communicating agricultural information. For example, it can be observed in the farmers' response to question number two that mobile phones are the most preferred tool of communication with

extension workers based on its ability to reach farmers in distant areas where extension agents are limited.

The use of Short Message Services (SMS) or voice call by farmers and extension workers was revealed to be of great help in the transfer of information between the two (or more). This establishes Jensen and Thysen (2003) report on the use of short message service (SMS) to acquire information, such as weather forecast and suitable time to spray pesticides, in contrast though, of the need for information about weather conditions, marketing and how to get fertilizer for farming are farmers' basic needs.

According to Bayes, Braun, and Akhter, (1999) new media has a very positive economic impact in rural areas, creating a substantial consumer surplus, and immeasurable quantity of life enhancements. This statement is affirmed where the ASTC staff point out that effective and easy access of information is one of the ways new media has been able to positively enhance the flow of information between farmers and ASTC staff. One of the farmers (Table 2) asserts that new media tools make information accessible, whereas the ASTC staff accepted the fact that it is fast and cheap compared to the old media.

Some of the benefits derived by the respondents of the study are that the new media is affordable for reaching farmers rather than the old media. Information is received in a timely manner thereby making communication easier. This is in line with the diffusion of innovation theory where Rogers (1995) puts forward that time is an important variable in the process of diffusion. Here the innovation's rate of adoption was a timely and accepted one based on the efficiency of the channel. Yet despite the fact that this innovation of diffusion is accepted and working, it does have its challenges, the major being the unstable or erratic power supply and poor network coverage. According to the farmers, new media is expensive; some of the networks used are slow, poor, or not available to connect with the extension agent (Table 3). On the other hand, the ASTC staff revealed that low or lack of formal education of farmers to understand information and easy/understandable language to communicate to farmers are some of the challenges experienced.

Based on the findings gathered from the farmers and interview with ASTC staff it can be implied that new media tools can be effectively used in training and giving information to farmers about agricultural production techniques. This information is helpful in the development of agriculture among farmers and extension agents as seen at ASTC inKassa/Vom. It is best attained if there is adequate power supply, reliable network coverage, reduction of tariff plan by the phone service providers, and also communicating with the farmers in a language they understand best. The implication of using the new media here also affirms what Kenny (2000) purports about its potential to reduce poverty and improve livelihood by empowering users with timely knowledge, reducing transaction costs, and appropriate skills for increasing productivity. This suggests that there is a need to develop basic infrastructuresthat will enhance the flow of agricultural information delivery.

In line with thetheoretical framework"diffusion of innovation", farmers were placed as end users ("opinion" followers) of the system while agricultural extension workers were placed as information administrators (opinion leaders). Information flows from opinion leaders, through network channels (mobile phones) to individuals who are dependent upon others for their information thereby confirming the assertion

of the theory. Rogers (1995) asserts that communication is a process in which participants create and share information with one another to reach a mutual understanding. This is being attained by ASTCs between their extension workers and the farmers.

CONCLUSION

The fear about the digital age and use of new innovations seems to be a fast fading reality. Many today have access to the world with a simple click. The mass media has been blown out of proportions simply by the constant diffusion of innovations across borders into the remotest of areas. Plateau State, located in the central region of Nigeria is not left out of this development. This study has revealed that adoption of new media tools for agricultural development is a welcomed idea. Although the major tool used between farmers and ASTCs is the mobile phone, there is great potential that other new media tools can be adopted by leveraging on the acceptance and use of the mobile phone. There are challenges which appear surmountable. The hope here is that this diffusion of innovation will go beyond the borders of Plateau State and strategically hit the agricultural – economic base of the nation, to transform a very dynamic and core sector in the country.

RECOMMENDATIONS

For effective utilization of new media tools in the agricultural sector between farmers and extension workers, the following recommendations were made based on the findings:

1.   Despite the awareness of new media tools by farmer and ASTC workers/staff, there is a deeper need to increase knowledge of the broad horizon that new media offers the agricultural sector. Occasional seminars or mobile centres can be set up to move within local governments simply teaching and showing farmers the various privileges they can access by simply using their phones.

2.   ASTCs can work in consonance with Non Governmental Organizations and the State Government to make affordable new media tools, subsidize network tariffs, set up booster stations and so on.

3.   Provision should be made for service or resource centres for public use, for example, call centres, cyber cafes, help desks and service providers. These should be placed at strategic points in the rural areas where farmers can easily access them when they have an urgent need.

4.   The youth in the villages that have attained some form of education can be resources that are used to help teach their parents how to effectively adopt and use the new media tools for agricultural development.

5.   Farmers should be encouraged to source for alternate power supplies to charge their phones and access ASTCs information board, or help desk.

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A Review of Literature on Using Mobile Technologies to Change the Nature of University Library Service Delivery
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Abstract

The fundamental objective of a library is to make available reliable information to their clientele in a timely, accurate and pertinent manner. With the advent of Information and Communication Technology which allows easy access to information in a convenient form, the traditional methods of accessing library services is being altered. Academic libraries are changing their methods of service delivery; they are experimenting with mobile devices and providing services to support the information needs of their users irrespective of time or distance. They are bringing the Internet into the daily living activities of their users, thereby enabling easier accessibility and retrieval of information from anywhere and at any time. Through mobile technology, information is becoming intertwined with our daily lives. This paper provides a review of the wide array of mobile technologies such as blogs, wikis, RSS, which could be used to provide better services to library users as a way of increasing clients' accessibility and interaction with library resources.

Introduction

Technological innovations are increasingly influencing the way information is communicated through diverse channels particularly the Internet.These changes are also shaping the way people access information. In Higher Education Institutions (HEIs), the ever-changing context of the information society has created greater challenges for re-designing the learning process to align with current technological innovations. The continuing use of Information and Communication Technology (ICT) to support teaching and learning has also provided significant opportunities for them to explore and formulate new ways of delivering educational services (Tanko, 2012: 86). This paper examines the concept of mobile technologies as a channel for information dissemination and efficient service delivery.Itexplores the use of mobile devices in providing easy access to information resources. Among other things, the paper discusses current trends in technological applications and how they are changing academic library services. It also offers recommendations for developing a plan of action for user education programmes as well as training for library staff in the use and application of mobile devices in academic libraries in Nigeria.

Mobile technologies and the Internet

Mobile technologies as defined by Jarvenpaa and Lang refer to "…handheld IT artefacts that encompass hardware (devices), software (interface and applications), and communication (network services)…" (2005: 8).The invention of mobile phones such as smart phones, tablets, iPads, iPhones, e-book readers and netbooks which have advanced computing abilities, complete operating systems and internet connectivity have enabled seamless access to information irrespective of time or distance. Mobile technologies are distinguishable by their small size and portability, their portable nature and communication options provide easy access from a single device (Solvberg&Rismark, 2012: 23). Access to information from mobile devices are often determined by the desire for quick and often context-specific information such as e-mails, weather report, banking, video chat, local news, sports news and social networks like Facebook and Twitter (Hu & Meier, 2010). The proportion of users who never or infrequently use the desktop web, relying solely on mobile access, is growing. This is true of developed countries such as the United Kingdom and the United States, as well as in developing countries (Mobi Thinking, 2010). In Nigeria, the increasing availability of mobile devices and convenient accessto information has thus meant an explosion in mobile internet use.Recent statistics has indicated that as of May 2013, a total of 69 out of every 100 Nigerian own a mobile phone and a total of 114,000,000 mobile phones are actively in use in Nigeria out of a population of about 165,200,000 (Business Monitor International, 2014).These statistics suggest that with the advancement in technology, and the rise in smartphone use, people are taking advantage of being connected to information at every point of their lives.

Mobile technologies in higher education

Mobile devices are becoming part of many aspects of Higher Education Institutions (HEIs) with the potential they provide for more versatile learning experiences and information services. Some universities have been able to adopt mobile technologies for administering some of their courses through podcasts and other mobile-friendly course materials. Other commercial course management systems such as Blackboard and Moodle have designed educational tools to aid student learning through mobile applications (Hu & Meier, 2010). Mobile technologies are thus creating a lot of opportunities and the potential to improve and facilitate learning among a growing community of students in HEIs. The challenge therefore, is for HEIs to respond to the constant changes in technology by exploiting the opportunities provided by these technological innovations and work towards making learning more accessible and flexible for students.

Within the context of these changes in HEIs, academic libraries are also exploring various avenues to deliver their services through mobile phones. Specifically, libraries are seeking ways to provide options to information sources and develop the needed skills to deliver enhanced user services. Libraries are harnessing the power of these technologies by incorporating them into library services such as information resources, orientation, circulation, reference services, user instruction and marketing. They are utilizing a variety of technological applications likeQuick Response (QR) codes, instant messaging and others to move traditional services to the digital era (Seeler, 2011). Among the new methods for the delivery of library services through mobile devicesinclude simple text message alerts for such services

as renewal/reservation of books, announcement of new arrivals of resources in various subject disciplines, information on full access to eBooks and journal articles through their library's subscriptions, and so on. Academic libraries are also creating mobile versions of their websites for such services; usually, the most common Web 2.0 tools that could be presented on the library websites are: Facebook,blogs, wikis, Research Site Summary (RSS), and Twitter. Stephens (2006) describes Web 2.0 features as a tool that is forcing library professionals to integrate Web 2.0 technologies in libraries to offer library services.

Academic libraries and mobile technologies

Early conceptions of what constitute a mobile library refer to a van with shelves of books and journals which serve as a bookstore to various communities; this idea has changed with current developments in mobile technology and the Internet. Academic libraries function to support the educational teaching, learning and research needs of their community. What has become obvious with the digital revolution is the need for a shift in their services through the provision of content and services that are suitable for mobile devices.Lippincott (2010) noted that some of the activities that can be done using a single handheld mobile device include:

- Voice and video calling
- Sending and receiving e-mail
- SMS text messaging
- Searching the internet
- Searching databases of scholarly information
- Organizing citation
- Accessing a course management system
- Reading or listening to books and articles
- Taking photos
- Playing videos
- Making videos
- Setting an alarm clock
- Using a GPS navigation system
- Playing games

A number of studies have explored the implementation of mobile technologies within academic libraries.In Nigeria, Fatoki (2005) in her paper on the "Prospects of GSM Technology for Academic Library Services" examined the emergence of mobile communications and their implications on library services. The paper highlighted the use of mobile technologies in library services in Nigeria and some of the challenges experienced with respect to inadequate infrastructure. She noted from the findings that the general acceptance of mobile technology in Nigeria has great potentials for enhancing the communication and information technology-related services in academic libraries and information centres in Nigeria (Fatoki, 2005: 272).

Similarly, Iwhiwhu, Ruteyan and Eghwubare (2010) explored the prospect of providing library services through mobile phones in Delta State University, Abraka, Nigeria. The main objective of the study was to examine the benefits derived from the use of mobile library operations and to encourage librarians and library users to

integrate mobile technology in library operations in the University. Findings from the study revealed the nature of challenges being experienced by the University such as inadequate telecommunications infrastructure, poor power supply and lack of trained staff which has hindered the library from fully integrating mobile technology to its services. The authors recommended that better collaboration with mobile operators in the country is needed to help improve transmission quality and ensure network connectivity to the University.

Seeholzer and Salem (2011: 9) conducted a focus group study of the mobile web and the academic library at Kent University. The purpose of the study was to investigate students' perceptions of mobile academic library websites and to determine how much time students were using the web on their mobile devices, which features of the library they were using on these devices, and other services they would be interested in having from the library. Outcomes from the study indicated that some of the students used their mobile web access for popular websites like Facebook, Tweeter and e-mail while others stated that they used their mobile devices to access resources from the library especially to begin a research project (Seeholzer and Salem, 2011: 14).

Mills (2013: 3) in her study on "The Information Use on the Move project" sought to identify trends in the way people interact with information using mobile phones. The project which explored two academic libraries in the United Kingdom namely, Cambridge University and the Open University (OU) was aimed at developing better strategies for academic library services through mobile devices. From the findings, Mills (2013: 9) suggested that the increasing dependence on mobile technology by library patrons indicates that academic libraries could exploit the potentials of adopting mobile technologies in such areas as reference service, mobile Online Public Access Catalogue (OPAC) service interface, text alert services and audio tours of the library for more efficient service delivery.

Aharony's study (2014: 202) investigated students' perception of mobile technologies and the level of its acceptance by academic libraries for library services in Israel. The study employed the Technology Acceptance Model (TAM). From the findings of the study, the author noted that students had a more favourable attitude towards the use of mobile technology and appreciated mobile services from the library while the attitude shown by librarians indicated that more exposure, as to the advantages and uses of mobile technology in library services, is needed for them to adapt to changing technological innovations.

Consequently, the impact of mobile technology is providing the opportunity for academic libraries to transform the nature of their services through various formats and enrich student learning experiences by making it more accessible flexible and personalised (Baldwin, 2012: 3).

Impact of mobile technologies on academic libraries

Due to the impact of these technological innovations, academic libraries are challenged to integrate these technologies into more efficient library service delivery. Some of the library services that are being executed through mobile devices are as follows:

- *Mobile Online Public Access Catalog (MOPACs), Mobile Version of Website and Databases -* The number of students that search for information through the Internet are increasing daily, it is therefore necessary that such information is made available in a mobile-friendly format. Libraries are encouraged to provide access to the OPAC system and to subscription databases through mobile-optimized websites. To maximize mobile access, it is important for library mobile services to accommodate various handheld Operating Systems.
- *Mobile Circulation:* Mobile circulation for example, allows library patrons to have access to their personal information/accounts. This includes the ability to place items on hold, check-in and out of library materials. Some libraries with equipment loan programmes could assist users with Internet enabled handheld devices to check the availability of equipments like e-readers, Global Positioning System (GPS), laptops, iPad, etc and place such materials on reserve (Seeler, 2011).
- *Library Short Message Services (SMS)/SMS Reference service*– Libraries use SMS for various reasons; this includes notification to clients on available items for pickup, due date reminders, information on availability of materials, and so on. These services could be provided through various platforms such as Google and so on.
- *Marketing*– Seeler, (2011) noted that almost 60 percent of undergraduate students use networking websites (Facebook, Twitter, Foursquare, LinkedIn) on a daily basis, for posting status updates or locations. Libraries can employ the concept of such interactive and multimedia technologies to showcase library services and collections. This could be achieved by taking advantage of these social media platforms to render classic services to users in an automated world. For example:

  ➢ RSS feed: Libraries can make their users subscribe to RSS feed to access updates on new items in a collection, new services, and new contents from subscribed databases.
  ➢ Podcast: Libraries can capture audio digital media files (for example, library orientation) that can be distributed over the Internet using RSS feeds for playing-back on portable media players or computer systems for students.
  ➢ Myspace and Facebook: Libraries could share informative resources with users and with one another through these media.
  ➢ Mashup: This is a web application that combines data from more than one source into a single integrated tool that helps a user when they log in to a website. It allows the user to edit OPAC data and metadata, saves the user's tags, and IM conversations with librarians.
  ➢ Wiki entries with other users (and catalogues all of these for others to use), and the user is able to make all or part of their profile public (Champeswar, M. 2010).
  ➢ Instant Messaging / Chat with a Librarian
  ➢ QR codes – A matrix barcode readable by smart phones and mobile phones with cameras.

Seeler, (2011) noted that there are fewer academic libraries with mobile catalogues, or OPACs, than those with mobile websites. She attributed it to the result of the added expense from implementing a vendor-supplied version or the know-how to create a mobile OPAC in-house. Examples of some of the libraries in developed countries that have started deploying these services are as follows:

- Aalborg Libraries, Denmark
- American University Library
- Boston University Medical Center Mobile Library
- Brigham Young University, Harold B. Lee Library
- Cal Poly Pomona University Library
- College of DuPage Library
- Duke University

Findings from Seeler's (2011) study revealed that Internet activities of research performed from handheld devices among students indicates as follows:

- Check information (news, weather, specific facts)   85.0%
- E-mail   81.0%
- Social networking websites (Facebook, LinkedIn)   76.9%
- Use maps   68.6%
- Instant message   38.3%
- Conduct personal business (banking, shopping)   38.1%
- Download/stream music   34.5%
- Download or watch videos   30.2%
- Download or play games   25.5%
- Follow or update micro-blogs (Twitter)   21.0%
- Use photo-sharing websites (Flikr, Instagram)   18.1%
- Read or contribute to blogs   15.0%
- Watch mobile TV   11.7%

Mobile technologies: Implications for Nigeria

The implication of these developments for academic libraries in Nigeria therefore, is that they would need to take more pro-active steps in responding to current challenges in the educational context. Among the areas of consideration in this regard are:

- *Replacement of traditional lectures with a more interactive learning environment*- Teaching and learning now involve the utilization of Online Learning Management Systems that enables students to move from the realm of passive learning to active learning (Bailin, 2011).
- *Learning Space:* In order to meet information needs of today's students and to accommodate their various learning styles, academic libraries should provide spaces that promote learning, social networking, and both collaborative and independent research (Bailin, K. 2011; Booth *et al*., 2012; Cribb& Schmidt, 2011). Specific design concepts include spacious learning environments with configurable seating, areas for individual quiet study, a service desk in a learning commons, food and drink facilities, extended library hours, exhibition areas andcollaborative partnerships with other

services on campus (Bailin, K. 2011; Booth *et al.*, 2012; Carpenter, 2011; Cribb& Schmidt, 2011; Schmidt, 2011).

a) ***A change of attitude by librarians toward incorporating mobile services in the library*** - The increasing proliferation of mobile technologies indicates that academic librarians must develop greater interest in creating mobile-friendly versions of their traditional websites and developing new service initiatives that meet the needs of diverse user populations. The term "librarian" is no longer covering the responsibilities of a professional librarian, currently, people are beginning to adopt more versatile names like Cybrarian, digital media specialist, metadata and information architect, and so on (Johnson, M. 2010). Since their roles are currently being re-defined by emerging technologies, librarians will also need to provide better services in this regard.

- ***Improving student skills in the use of mobile technologies*** – Students are central to the learning process; the responsibility of academic libraries in ensuring that opportunities are created for students to acquire the needed competences is germane to developing lifelong learning abilities. Mobile technologies therefore provide the opportunity for academic libraries to influence the process of teaching and learning in higher education through Information Literacy Instruction in the use and application of these technologies for research. An understanding of students' information seeking behaviour in the mobile environment will enable academic libraries help students to know how to develop more effective search strategies in their activities using mobile applications (Walsh, 2012: 56-57). Information literacy offers a broad approach by which students can be educated to understand the importance of information and to have the competence to locate, evaluate and manage such information in a way that contributes towards a higher level of literacy and lifelong learning (Somi& De Jager, 2005: 260).

- ***Greater focus on how mobile technologies can be integrated to the curricula to improve student learning processes*** - The concept of mobile learning (m-learning) provides more exciting opportunities for "learning on the move" across space and time through interactive technological processes (Solvberg&Rismark, 2012: 23). The implication is that HEIs in Nigeria would need to review their academic curricula and pedagogical processes in view of the changing nature of students' behavioural practices in various learning spaces. The provision of relevant institutional infrastructure to support this is also very important to facilitate the implementation of this process.

- Other services within the university may include career services, academic support which provides free tutoring, and e-learning. By bringing these services inside or in close collaboration with the library, the library becomes the place that connects students to a wider campus community and the place where students come to seek assistance (Bailin, 2011; Booth *et al.*, 2012).

Conclusion and recommendations

The challenges of globalisation and other technological advances demands that students are empowered with the essential information skills that will enable them function in a knowledge driven economy. The goal of library services in an academic institution is the continual effort to ensure accessibility to resources as well as the development of relevant skills for students to be able to manipulate, analyze and critically evaluate information sources. Within the context of the changing learning environment, challenges to academic library services in HEIs in Nigeria suggest a greater instructional role for librarians particularly in the area of user education programmes with respect to mobile learning (m-learning).

Based on review of the literature, it is noted that not too many academic libraries in Nigeria have adopted mobile technology to their client services. From the fore-going discussions on the topic, this paper has been able to raise some important issues for consideration with respect to mobile technologies and the role that academic libraries in Nigeria can play in accommodating current technological changes such as using QR codes to announce new arrivals, RSS feeds to access updates on new items in collection or new services and so on. It has also suggestedareas of further enquiry that may provide a better understanding of the topic. It is therefore recommended that more in-depth studies that provide current data on the use and application of mobile technologies to library services and the expectation of users as to the role librarians can play in supporting its implementation be conducted. Findings from such studies could then be used to inform policy decisions aimed at reviewing or formulating guidelines for user education programmes in HEIs in Nigeria.

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The Art of Persuasion in Motivational Speech Delivery Through Elocution

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Abstract

This paper deals with the art of persuasion in motivational speeches. The element of an opinion and persuasion in a persuasive speech can present a major challenge as an audience has the right to selectively perceive and retain information. In some cases, the desired effect to persuade has a boomerang effect where the audiences' reaction to the speech is opposite to the intention of the speaker. This paper is therefore premised on the Selective Exposure, Perception and Retention Theory and the Boomerang Effects Theory. To further complicate matters, noise always exists in the communication process in one form or the other. With the above mentioned obstacles within the communication process, how then can a message be effectively sent to a receiver and not only sent but persuade? This paper suggests that through the use of affective language and infusing the various elements of elocution in speech delivery, the effects of noise can be reduced, a message effectively delivered and persuasion achieved.

Keywords: Persuasion, Motivational Speech, Elocution, Delivery

Introduction

Speech is an integral part of human existence, we communicate verbally through speech, while public speaking is the act of delivering a message to a group of people who listen usually uninterrupted. According to Jaffe (2001:5) "the ability to present ideas clearly and persuasively gives people a voice in society'. He notes that through public speaking, we express, reinforce, transmit, influence and blend diverse cultures. This underscores the importance of speech as a persuasive communication technique whose main aim is to influence - beliefs, values, attitudes and actions that are precisely the basic elements of audience.

The need to send a message across successfully requires communication competence which is the ability to communicate appropriately and successfully. Communication competence involves three important elements. These include motivation to communicate, knowledge about the communication and skills in speaking and listening (Jaffe,2001:6)

According to the Transactional Model of Communication, both the sender and receiver of the message must cooperate or transact in order to negotiate meaning. In other words, the sender creates the message but bears in mind his audience and adapts to their feedback both in preparing and speaking. The listener decodes information and encodes feedback. Communication can be negatively affected by internal and external noise. This model involves a sender, the message, the channel, a receiver, feedback, noise and context. The sender is the source of the message. The message is that which is being communicated. The channel could be face to face, voice to ear use of a microphone or television and nonverbally through gestures, tone and voice. The receiver decodes and interprets the message while feedback could include asked questions, facial expressions, like a frown or smile, head movements like a nod and a yawn to indicate tiredness or boredom. In all these processes, noise (which could be physical, external or internal)plays a role that could distort the effectiveness of the communication. It must also be acknowledged that communication takes place within a situational context.

Against this backdrop, the paper, anchored on the selective exposure, perception and retention theoryas well as the boomerang effects theory, looks at the obstacles to receiving a message in the form of noise and acknowledges that in spite of various interferences, skillful delivery of a speech through the infusion of elocutionary elements can reduce the effect noise could have on an audience receiving a message.

Types of Speeches

Though this paper deals specifically with persuasive speeches, a brief look will be taken at the various types of speeches.

The Informative speech

This type of speech conveys information an audience is not aware of this could be on events, objects, concepts or processes. A speech dealing with events could discuss current trends or previous events. They keep people updated on events that are about to happen or have happened in the past. An informative speech on an object deals with things in the physical world. While an informative speech on process deals with procedure in other words steps to take to achieve or attain something. When it deals with concepts, it is abstract in nature as it deals with that which is intangible. Issues like world peace would fall under this; it is more theoretical in nature.An informative speech generally deals with trends, the future or history.

Special Occasion Speeches

This is a speech made at special events to celebrate or commemorate an event or eulogize at a funeral. This sort of speech is informal in nature and the language style is colloquial

The Persuasive Speech

This type of speech aims to change the thinking or behaviour of its target audience. It is usually used in sales and advertising to get people to purchase products or services or in network marketing. Persuasive speeches provide not only information but also bring in a personal opinion and attempts to persuade an audience to support or subscribe to that idea. Persuasive speeches could appeal to our emotions or logic.

Emotional appeal-this is an appeal where an audience makes a decision based on their emotions; for example, a speech to raise funds for insurgency victims appeals to our emotions and based on the persuasive ability, the desired result is reached.

Logical appeal- this appeal deals with logic. For example, an audience might be given the benefits of a product or service and encouraged to purchase or subscribe to the product or service in order to enjoy the benefits. The target audience reasons that if he purchases the product/service, he will enjoy such benefits.Aristotle teaches three basic ways a speaker can persuade his audience to embrace his beliefs as follows:

Ethos- this deals with credibility, image, public reputation and expertise. A speaker needs to show he is qualified to speak on a topic. A person speaking on financial integrity must not be a fraudster as he will lose all credibility and does not qualify to lecture on financial integrity. The speaker must show he has the expertise which qualifies him to hold a strong opinion.

Logos – here, an opinion is made and built on with arguments and reasons that logically support the opinions.

Pathos- this deals with emotions and feelings. A persuasive message here appeals to our emotions.

Selective Exposure, Perception and Retention Theory

According to this theory, people tend to expose themselves selectively to communication that is in general accordance with their established convictions and avoid communication they find to challenge their beliefs. This theory relates specifically to media exposure of audiences. Under the selective perception theory, news that is regarded favourable is more likely to be recalled by a reader, viewer or listener than items that are regarded as unfavourable. The viewers' interpretation of news events is also shaped by his attitude. It also suggests and implies the tendency of the audience to misperceive and misinterpret persuasive messages in accordance with their predispositions. According to research, selective retention plays a role in the effectiveness of efforts to change attitudes through informational campaigns. People remember what they want to remember.

According to Joseph klapper2010:166 (as cited in Hassan,2013), there is a thin line of difference between selective perception and selective retention. Selective retention occurs when an individual exposed to a communication of a few minutes presents a distorted or incomplete report of its content. We cannot determine if the content was selectively perceived in the first place or if it was correctly perceived but not retained or if both processes were involved or contributed. He goes on to say that selective exposure perception and retention does not occur with all people in all communication situations. One or more of these processes could occur within a stipulated percentage of an audience. Whatever the case may be, the selective process occurs frequently during the communication process.

Boomerang Effects Theory

This deals with an unintended attitude change of the target audience from a persuasive message. In other words, the change of attitude is opposite to the intention of the communicator. According to Hovland and HaveyJournal of Abnormal and Social Psychology "The introduction of a communication results in a rejection of the

new proposal and a stronger entrenchment in his original l position. Here one has the frequently mentioned "boomerang effect".

According to Sven, Benno and Jean (2005), the boomerang effect can take place at three levels.

1.   It can affect a sender negatively
2.   The effect on the audience becomes the opposite of the intended one
3.   Repetition of exposure to message can reduce commitment even when consistent with an audiences' attitude.

Noise

Noise is anything that interferes with the communication process. Environmental factors, physiological or psychological noise all interfere with communication invariably affecting understanding/ decoding of the message.

Environmental noise- physical noise like sounds can interfere with communication, other factors such as lighting, temperature, bad seating arrangement all serve as a form of noise within communication.

Physiological noise- this is a physical barrier since it emanates from the human body. Physiological noise could emanate from an injury, physical illness or bodily stress or tiredness.

Psychological noise- this emanates from a person's psychological state of mind which deals with moods like, sadness, depression, melancholy, excitement.Apart from barriers emanating from our bodies or present within our environment, other factors can interfere with communication such as bad listening,disorganized messages, or personal prejudices."Whether you call it multi-tasking, daydreaming, glazing over or drifting off, we all cognitively process other things while receiving messages". Because of our ability to process more information than the message coming from a speaker or source, a barrier to effective listening is created". As found in " A Primer in Communication Studies"v.1.0 "Barriers to Effective Listening" section 5.2

According to Hargie:

> while people speak at a rate of 125-175 words per minute, we can process between 400-800 words per minute. This gap between speech rate and thought rate gives the opportunity to process thoughts that can distract us to the message… because of this gap, it is impossible to give one message our undivided attention. The difference between speech and thought rate connects personal barriers to listening. As personal concerns is often the focus of competing thoughts that can take us away from listening and challenge our ability to concentrate on others' messages.

In concord with the selective Exposure, Perception and Retention Theory, Judy Brownell (1993: 244) says

> 1. We pay attention to messages that benefit us in some way and filter others out.
> 2.Common barriers to concentration are self-centeredness and lack of motivation.

Listening

According to Ralph G. Nichols as found in(Jaffe, 2001,60) "the most basic of all human needs is to understand and be understood….the best way to understand people is to listen to them." And concludes that being listened to is one of the most basic needs.

Maestet. Al (1997 as found in Jaffe, (2001;60) say research has found that listening is the skill most often used on a job, and employers mention understanding and following instructions as the next most common.

According to James, Ode and Soola,(1990:9) Preparedness on the part of the decoder entails:

-The right mood to receive the message

-being prepared to listen and doing so efficiently. If he does not listen he is not likely to give the right response.

Owen Hargie(2011:200)discusses stages in listening to include the following; interpreting stage, recalling stage, evaluating stage and responding stage.

Receiving stage-noise blocks incoming or distorts incoming stimuli

Interpreting stage-At the interpreting stage, complex or abstract information can affect listening and invariably comprehension as it may be difficult to relate to previous experiences making understanding difficult.

Recalling stage-limits to human memory and challenges relating to concentration can interfere with remembering

Evaluatingstage-evaluating stage- personal biases and prejudices affect listening and make us conclude in advance what we feel people are about to say.

Respondingstage-lack of paraphrasing and questioning skills lead to misunderstanding of the message.

Owen Hargie (2011:196) says, bad messages or bad speakers present a barrier to effective listening. Trouble with listening might be as a result of;

1. Bad messages in terms of message construction, or a poorly structured message, vague messages, jargon filled messages or messages that are too simple..

2. Poor delivery of message, monotone voices, verbal fillers, distracting movements or disheveled appearance can all inhibit our ability to process a message cognitively.

Research carried out by Roach and Wyatt shows that the average listener recalls only about 20% of what they have heard, but people tend to think they remember 75% to 80% of what they listened to.

With all the above mentioned factors (noise) which serve as a hindrance to the reception of a message and therefore reducing the likelihood of persuasion, it suggests that a message needs to be delivered effectively which requires linguistic competence. When linguistic competence is attained then a communicator stands a better chance of persuading an audience.

A message can be more persuasive by employing elements of elocution in delivery and through the use of affective language

We have looked at the various barriers to communication in the form of noise to include external noise, internal noise, bad messages, bad delivery of messages and bad listening. How then in spite of these barriers can a communicator successfully send a message to a receiver and hopefully persuade them? This can be better

achieved through excellent delivery in the form of skilful language use, maximum use of voice to achieve results, gestures, good pronunciation.

Affective Language

This deals with the use of language to express a person's feelings and create a similar feeling in another. Affective language aims to arouse feelings or emotions through the use of language. According to Hayakawa,(1990:75) "affective language can be intentionally used in relational context to create or enhance interpersonal bonds and can also be effectively employed in public speaking to engage an audience and motivate them to particular ways".

Elocution

Elocution is the ability to speak clearly and correctly particularly in public. It includes the ability to pronounce words in a manner considered socially acceptable. The word elocution has its origins from the word eloquence which means fluent, elegant or persuasive speaking. It deals with the ability to express strong emotions in a manner that is striking using appropriate language with the power of persuasion. The study of elocution focuses more on the manner of communication and not content. It deals with the entire package of speech delivery. In speech delivery, elocution is a basis for effective communication and attaining communication competence. When the various aspects of elocution are employed during speech delivery, it makes a message clearer therefore more comprehensible to a listener; the clearer a message the better the chances of persuasion.

Principles of elocution include articulation, inflection, accent and emphasis, voice, gesture and instruction for reading.

Articulation- this deals with the movement of speech organs to produce sound and as a result words. It is the act and manner of producing sounds in speech. Under articulation is good diction. Proper pronunciation of words makes a message better understood.

Gestures- This deals with the mannerisms of a speaker which include facial expressions and movement of body parts, especially the hands. Gestures play a very effective role in communication and are used to emphasize a message. Gestures compliment a message and add strength to the message.

According to Thomas Sheridan (1756), "before you can persuade a man into any opinion, he must first be convinced that you believe it yourself. This can never be unless the tones of voice in which you speak come from the heart accompanied by corresponding looks, gestures which naturally result from a man who speaks in earnest".

Voice-the voice is the tool used in communication. An engaging voice is the mark of a good communicator because it maintains the attention of the audience irrespective of content. Variation in tone also helps capture the value of words in a message. Volume deals with the loudness or softness of a voice. It is an accepted fact through various studies that the appropriate level to speak is the level of conversation in a quiet room. With the availability of microphones, volume is a non-issue in speech delivery. Pitch deals with how high or low a person speaks. It is also accepted that the lowest comfortable pitch is the most appropriate. Speed deals with how fast

or slow a person speaks. In speech delivery, the context determines speed. An obituary would be slow to show respect and sensitivity and a sports commentary could be fast.

With regards to voice in speech delivery according to Bewes,2002:97 "whether you were born with is big or little, there is a great deal that can be done to increase its power. It is not that the speaker must ever shout… we need to project and as vibrantly as possible"

Accent and Emphasis

Accent deals with the unique manner that speech is pronounced by a group of people that speak the same language. Accents can be grouped in two categories which include regional and foreign accents. The two main taught accents are RP also known as BBC English and General American because they are used over a wide geographical area and are heard by a large number of people. These accents are transcribed into dictionaries and are therefore accepted. Speaking with an accent that is clear to a listener goes a long way in making a message understandable.

Cullip,2002:12 points out difficulties experienced by listeners in trying to understand a message as a result of a strange or unfamiliar message.

According to Oyetunde(2013;17) 'the goal in pronunciation is help learners pronounce English sounds or words in a way that is nationally acceptable and internationally intelligible. The standard to approximate is what is called Received Pronunciation or British Pronunciation".

Emphasis deals with special and significant stress of voice given to a particular word in order to draw a listener's attention to the intended meaning and point of the communication.

Inflection is the practice of changing the pitch or tone of the voice. These changes include speaking loudly or softly,raising the voice or lowering it. The voice is raised during questioning and lowered in declarative sentences. Speaking softly usually shows sobriety while loudly shows excitement. The different inflections include the falling inflection,rising inflection,circumflex inflection and the level inflection. Falling inflections can be linked with finality and authority, rising with doubt or asking a question, the circumflex inflection relays to the audience the speaker is having a pause as it goes up and down and finally the   level inflection is linked with indecision, boredom and disinterest.

According to Dr Candice Coleman, a renowned voice and communication coach, research shows that how you say something is five times more important than what you say. Inflections can greatly impact meaning and conversations. She goes on to say that "when reading copy or giving a memorized speech, a lack of conversational inflection will give you away very quickly. The perfect words with wrong inflection will sound mechanical and boring".

Conclusion

As stated earlier, speech is an integral part of human existence. We socialize and interact as human beings through speech. As we speak during the communication process, noise is always present in one form or the other. This affects the understanding or encoding of a message. It is simplistic to assume all noise can be eliminated during communication.   The fact that noise will exist during

communication must be accepted but what must be worked out is how best to attain communication competence in spite of the presence of noise.

This can be achieved through the skillful use of language with good sentence structure and the mentioned principles of elocution such as good articulation which produces good diction that in turn makes a message clearer, the use of gestures which adds more strength to a message and compliments it, an engaging voice which engages the attention of the audience and encourages good listening, speaking with an accent that is "acceptable" and comprehensible as this makes communication more understandable, using emphasis appropriately in sentences to make meaning clear and finally using inflections effectively to impact meaning and bring life into speech helping an audience to stay alert and pay attention. Good diction, an engaging voice, use of appropriate gestures, a clear accent, using emphasis appropriately and varying the tone of voice will go a long way in enhancing speech delivery and achieve the desired result to persuade.

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Freedom of Information and Public Accountability

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Introduction

Chapter two Section 22 of the 1999 Constitution of the Federal Republic of Nigeria as amended states that:

> The press, radio, television and other agencies of the Mass Media shall at all times be free to upload the fundamental objectives contained in this chapter and uphold the accountability of the government to the people.

Clearly, nothing in the constitution says the press and the government cannot cooperate; but the intent of the constitution framers was that the press and government should not become institutional partners. By their distinct roles, they are natural adversaries with different functions, and each must respect the role of the other.

Akinfeleye (2003) says the relationship between the government and the mass media is of outmost importance to society. They maintain that any polity where government does not allow the press enough freedom to perform its traditional role of the watchdog will continue to pay the price in terms of having bad government, lack of development, stagnation and stunted growth of democratic culture.

Nwosu (2003: p.75) says the level of the relationship may be related to the country's level of development, but then recommends that it should be in a continual state of improvement of progressive development, for meaningful progress to be made. However, as noted by Egbon (2001) that, in Nigeria the relationship continues to change from regime to regime.

The freedom of the press and the relationship between the government and the media was muzzled up curing the military regimes, the government created obnoxious laws to protect themselves from being monitored and held accountable for their deeds. In the democratic regimes, the press is free to an extent, and the relationship between the media and the government is reasonably cordial but the provision for a free press is just in books, and not in practice. In a democracy, the press is meant to hold government accountable to the people on how it handles the affairs of the country.

Ekpu (2005) is of the view that freedom of the press should encompass freedom of information which involves the freedom or right to get access to the source of information to be published without hindrance from the government.

Sometimes, a free press can be a distinct annoyance and an embarrassment to a particular government, but that is one of the prices of liberty. A free press is responsible to its readers and to them alone.

Statement of theProblem

Independence is at the very heart of any statement of ethical principles respecting the conduct of the press. The proprietors of a media house may choose to ally it with a particular interest, but an increasing number of newspapers and magazines and the broadcast media in Nigeria are independent, atleast in theory.In the United States of America, the constitution prohibits the parliament from making any law that will take away or limit the freedom of the press.

The question this paper intends to address is how has the Nigerian media lived up to this constitutional duty and what is its operational environment particularly its relationship with the government in carrying out its responsibilities? It appears the framers of the Nigerian constitution were suspicious of the tendency of government, even the best-intentioned government to become tyrannical at times. Governments are made up of human beings and human beings can do commit wrongs. For this reason, the authors of the constitution envisaged the press, despite all of its imperfections, as a kind of critic, with a role apart and distinct from that of government.

Theoretical Perspective

The media are always awash with information about issues and happenings in society, this information and issues may not be the only ones in society but the media selects the ones to highlight thus making them important. The fact that they were reported by mass media brings them to public notice. Society is often drawn to things or stories they read and hear from the media. The media may not have effect on the way people think and the decisions they make, but it sure can influence what they think about by the issues and events they report. McCombs and Shaw (1972) write that the agenda setting function of the mass media is rightly explained by Cohen when he wrote that the press, "May not be successful much of the time in telling people what to think but it is stunningly successful in telling its readers what to think about".

Society relies on the Mass media for vital information most of the times to enable people solve their problems, make decisions and relate with one another. It is in furtherance of the fulfillment of its watchdog role as enshrined in the constitution that the Nigerian media sets the agenda of public discourse bothering on issues of accountability.

Discussion

Information in any society harks back to a fundamental belief that a well informed people are the strongest guardian of its own liberties. A corollary to this clause is that the press functions as a watchdog over governmentactions and calls attention to official misdeeds and violations of individual rights. The role of the media in dissemination information freely in society is an important aspect of liberal democracies which guarantees transparency of government and popular participation, freedom of information is conceived as a complement to freedom of expression. As

part of efforts to operate and ensure the free flow of information, the Nigerian government has put in place a freedom of information Act that seeks to make information more readily available to the people in the quest to ensure accountability.

Shehu (2010) highlights the basic presumptions and, or, requirements of the Act to include, the maximum disclosure of public information held by government agencies is an obligation of the state towards the citizens as well as a pre-condition for the promotion of good governance and popular participation. Itrequires that other than classified information, which has to do with national security, denial of public information must be justified by certain tests aimed at proving likely damage the disclosure would cause to the overall aims and objectives of the Act.

James Madison, a leading drafter of the American Constitution according to Hunt (1994), captures the supremacy of knowledge over ignorance in the following:

> A popular government without popular information or the means of acquiring it is but a prologue to a farce or a tragedy, or perhaps both. Knowledge will forever govern ignorance and a people who mean to be their own governors must arm themselves with the power knowledge gives.

Also, there has been a global initiative by civil society groups and other professionals to ensure the free flow of information. These activities according to Ekpu (2005) resulted in the setting aside of September 28 of every year as the "Right to Know Day".

It is interesting to know that which international and continental inter-government organizations have instituted conventions and charter that promote the spirit of freedom of information, the experiences of certain advanced democracies show some glaring contradictions. For instance, in a report to the United Nations Commission on Human Right, a special UN Rapporteur on Freedom of Opinion and Expression declares that "Freedom will be bereft of all effectiveness if the people have no access to information and that this access to information is basic to a democratic way of life".

Ekpu (2005) contends that the tendency towithhold information from the people at large should be strongly checked. Akinola (2002) holds that freedom of expression and access to information is the oxygen of any civilized community. Therefore, any attempt to stifle it ought to be resisted by the society. Part of the necessary instruments to fight for this is the judiciary.Similarly, Amadi (2005) observes that the legal foundation of the right to know is further enhanced by the provisions of the African charter and the various adumbrations by regional international bodies charged with establishing standards and best practices in political governance.

Akinola(2002) argues that the African Charter remains the only window open to the media in its attempt to insulate itself against harassment and intimidation in the quest to promote good governance and accountability. Curiously, one could notice that the 1999 Constitution in Chapter two Section 22gives the media the awesome responsibility of holding the government accountable however; there is no corresponding constitutional tooth to back it up because Section 39 that deals with freedom of expression and the press is applicable to all Nigerians and not the press alone. Akinola (2002) further argues that Section 6 (6) (c) of the Constitution has made it impossible to challenge the infractions of the social and economic rights

contained under chapter two of the Constitution inspite of the big responsibilities given to the press.

Curran (2002) notes with dismay how many governments in the world neither recognize nor accept the traditional Anglo–American Concept of free press. British and American governments have traditionally shown an increasing hostility to the idea in their own countries. The pressure media – allied interests mounted on the British ruling class has, according to Curran and Seaton (1991), led to the rule of retaliation in the relationship between the journalist and politicians who seem to be musing that the media interfere with us, therefore we have the right and a duty to interfere with the media; indeed one of the most effective ways of interfering with the media is to block access to information.

Shehu(2010) argues that it is very unnatural to expect governments and the media to have the same interests in terms of handling information. While the power of government is in concealing and controlling information, the media survive by revealing and sharing information. Akinola (2002) attributes this cold government–media relationship to the factors that underlie James Deakon's Conclusion after his twenty-five (25) years of governing the White House:

> The government and the press should function at arms length. If they do not stay apart, if their purposes are forced into an artificial and unnatural agreement, the nation is harmed. The purpose of the press and the purpose of government are not the same, should not be the same, and cannot be the same.

Shehu (2010) further argues that while those in control of state power feel threatened by free information law, beneficiaries of it feel and actually get empowered. Shehu (2010) gives the following examples to buttress his point.

TheCanadian press reported two instances of fraud and abuse of office by top military officers and the country's legislators with the aid of documents obtained by virtue of the Canadian Access to information Act.According to the reports, top military officers stole and sold weapons from the Canadian arsenal, while some law makers disposed to questionable spending habits were found to be linked to some shoddy deals arising from irregularities in their claims for travel expenses. Following public outcry and condemnation of these corrupt acts, the indicted government officials had to resign. Equally, the Japanese media enjoying the Japanese information disclosure law reported how the country's public Highway Corporation mismanaged 79 million Yen to illegally entertain legislators in just a year.

In Nigeria, even before the advent of the freedom of information Act, the media inspite of the hostile environment has had some successes in fighting official corruption in high places. The news magazine in its July 19, 1999 edition in a cover story "The Face of a Liar" pointedly revealed how the then speaker of the House of Representatives Alhaji Salisu Buhari falsified his age and forged his academic certificates. Part of the magazines investigation reads:

> …what is inducible now is the revelation that Buhari did not attend University of Toronto, Canada, as he is claiming. The news found that, Toronto University does not offer an undergraduate course in Business Administration.The Joseph L. Rotman School of Management is offering the only Business Administration courses available and it is for MBA students. Second, the news was told that,

even if Buhari entered for any programme at the University, it is impossible that he would have been awarded a first degree in two years.

The above confirmation was the straw that broke the camel's back; Buhari could not extricate himself of the allegations he resigned from office and was prosecuted in court and the news magazine received a pat on the back for a job well done.

The important thing to note about these cases is that the media stand to be the leading beneficiary of the free access to information, and that it gives journalists greater latitude to keep surveillance over those in public office. Indeed, such developments can lead to good governance and bring about the supremacy of society over the state. This is in tandem with what Winston Churchill once remarked of the media as being "The unsleeping guardian of every other rights that freemen prize".

Conclusion

With the passage and signing into law of the freedom of information Act, it behooves on the medianot to fold its arms in the face of executive lawlessness and rapid dictatorship and impunity by any public office holder, because part of this dictatorship comes through subterranean compromise of the media, particularly under civilian governments.Freedom of expression and freedom of information is a matter of culture. In a situation whereby leaders feel more comfortable with 'promoting ignorance and mass blindness among their people' (Nyamjoh, 1995), they would make sure that 'no discernible media policy is formulated' so that they consign journalists to do the dirty jobs of making them 'remain in office at all cost' (Sobowale, 2008).

Shehu (2010) concludes that leaders reactionary tendencies about freedom of the press may not be unconnected with dominant media and bourgeois political practice, which is characterised by the dissemination of half-truth and even falsehoods as well as the promotion of ethnicity, regionalism, religion and diverse frivolities (Jibrin, 1996).Until some of the encumbrances that are still in the way of the media in their quest to access information and a re-orientation of public office holders about their roles in government which is to render service and not to be served, their commitment to liberal democratic tenets will remain questionable and until the state is prepared to subject itself to the surveillance of the press, the constitutional responsibility of the press of holding the government accountable to the people may just remain a mirage.

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Influence of Newspaper Reports of Terror on Selected Makurdi Residents

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Abstract

With growing news of terror in Nigeria media, this study examines the influence of media reporting of terror on Makurdi residents using survey as research design and questionnaire as instrument for data collection. The study findings show that newspaper reports of terror inform and enlighten readers about various acts of terror and also persuade them to adopt certain security measures. Further findings reveal the nature and types of terror reports in the Nigerian news media (newspapers). The study finds also that through labeling, newspaper in Nigeria may enable terrorists achieve their propaganda aims. Owing to the findings, the study concludes that media reports on terror offer readers a lot of significance ranging from enlightening and informing them to persuading them to adopt useful security related tips, and as well be alert and rise up to challenges of security threats within society. The study therefore, recommends avoidance of dramatic, interpretative and use of labels that can give cheap publicity to the propaganda of terrorists; framing of reports to inform, educate, enlighten and warn audience members of various terror acts and tactics that they may fall prey to if they do not have adequate knowledge of security tips, amongst others.

Key Words: Media, Terrorism, Violence, Reportage

Introduction

One of the central functions of the mass media is the provision of information which allows the media to act as the eyes and ears of the society. News media provides information and keep the people abreast with the happenings and changes in the society. The mass media in any given society therefore, form parts of the principal working social institutions for development and advancement of the society by providing information to the public. Based on this function, the mass media are significant in reporting terror and violence as Nacos (1994) in Ndolo et al (2011, p. 33) write thus;

The free press is the primary conduit connecting terrorists, the public and government" and "violent incidents can advance the terrorists' goal only if these kinds of incidents are widely reported.

Terrorist activities are violent, terrifying acts which are aimed at allaying fears on the public which draws media's attention. Accordingly,Eze (2011:51) writes that terrorists seek to attract attention in their cause by employing, or threatening, dramatic acts of violence that capture the attention of the media thereby terrorizing large population.

The relationship that exists between the media and terrorists is crucial and important in the media reporting terrorists' acts, as the media stand in the position of fighting terrorism through accurate, non- dramatic, non- interpretative and objective reporting. Also, the media can further unknowingly heighten terrorists' acts through reportage by giving cheap publicity and thereby promoting propaganda war through dramatic and interpretative reporting, consequently promoting terrorists' goals. Terrorism as a concept crawled from the western countries of Europe, America, Middle – East and Asia to the developing countries of Africa such as Libya, Egypt, Sudan, Somali, Kenya, South Africa, Mali and Nigeria. This has caused great devastating political unrest and poses several challenges to the economic development of these countries.

Historically, terrorism could be said to have stayed with man from time immemorial, from the Muslim brotherhood of Egypt who used explosives to push out British troops from their occupation of the Suez Canal in the 1950s and to the different strategies adopted by some nationalist movements to militate the activities of the colonialists in Africa and other parts of the world. According to Ekhareafo and Olley (2011, p. 97), the history of terrorism can be traced back to 48 A.D when a Jewish sect called the Zealous carried out terrorist campaigns to force insurrections against the Romans in Judea. Since then, several other terrorist groups have emerged around the world. The notable groups include the French revolutionaries, the Ulster volunteer force in Northern Ireland, the Irish Republican Army (IRA), Bassque fatherland and liberty (EfA) in Spain, the Shinrikyo cult in Japan, the shining path Guerrillas in Pero, Alchobarab in Ethiopia, Al Qeada and the recently formed Boko Haram sect in northern Nigeria.

The world has witnessed different terrorists' acts of different measures. In Nigeria, the bombing of oil installations in the Niger Delta region, the Abuja bombing of October 1, 2010, the United Nations (UN) building bombing in Abuja, the 2010 Christmas-eve bombing in Jos and Suleja and Maiduguri bombing during the 2011 general elections, police force headquarters bombing amongst other recent incidents are terrorist's attacks of varying degrees. Informing the public about terror acts especially Boko Haram activities is for the mass media in Nigeria a source of news, due to the facts that this news are dramatic, updated and raise public attention. Therefore, Peresin (2007, p. 7) observe that terror reporting could significantly raise readers and viewers ratings and these media companies' profit as well.

How the media portrays terrorists and cover related stories and news have varying implications, therefore the media generally uses agenda setting and framing to highlight and make certain issues more prominent than others. Arda (2012) writes that agenda setting is the theory that the more attention a media outlet pays to a certain phenomenon, the more importance the public attributes to such an issue.

Consequently, with the media reporting of terror acts in Nigeria, terrorists have variously targeted and leveled maximum harm on the media organizations and journalists. The media have also been accused by the public of being biased in reporting the activities and views of terrorists. Emeka (2012) notes specifically that *Thisday*newspaper has been accused of distorting reports by not publishing some press statements emanating from terrorists.Therefore, it is noteworthy to reiterate the function of the media in providing information to the public which underscores the importance of this research work in finding out the significance of the media in reporting terror to the audience. The media tends to promote terrorists' acts and goals through inadvertently reporting terror in a dramatic and interpretative style which causes fears and unrests on the minds of the audience.

Statement of the Problem

One of the functions of the media as identified by Harold Laswell in Sambe (1994) is the reporting and dissemination of information and news to the public. Bombing, kidnapping, assassinations and hijacks underscores the relevant attributes of reporting and informing the public about terrorists' acts. However, the mass media as a powerful institution through radio, television, newspaper and other channels in the light of reporting terror acts to the audience unknowingly promote and heighten terror acts through dramatic and interpretative style of reporting thereby given the terrorists cheap publicity and causing harm to the public.

Objectives of the Study
1. To find out how Makurdi residents perceive the nature of media reporting of terror.
2. To determine the influence of terror reports in newspapers on Makurdi residents.
3. To ascertain types of terror reports in the media that influences Makurdi residents' perception and understanding of terrorism.

Research Questions
1. To what extent do the nature of media reporting of terror influence Makurdi residents' perception?
2. What is the influence of terror reports in newspapers on Makurdi residents?
3. What types of terror reports in the media influences Makurdi residents' perception and understanding of terrorism?

Theoretical framework

The study is anchored on the Agenda-Setting theory of mass communication. Agenda-setting theory of mass media believes and describes the powerful influence(s) of the media on the audience. Agenda-setting theory has its conceptualization credited to Donald Shaw and Maxwell Mccombs in the 1970's, who studied people's reactions to election campaigns through the media. According to Asemah (2011, p. 535) citing Wimmer and Dominick (2006), 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 publicize. Folarin (1998) notes that, the agenda-setting theory implies that

the mass media often pre-determine what issues are regarded as important at any given point in time in a given society.

The two basic assumptions of agenda-settings theory as observed by Morah (2011, p. 129) are;

   i.   The press and the media do not reflect reality; they filter and shape it.
   ii. Media concentration on a few issue and subject leads the public to perceive those issue as more important than other issues

Agenda-setting has become one of the most relevant theories of media effects in contemporary society. Agenda-setting theory in relation to the subject of the study emphasize that the more emphasis or attention given by the media towards terrorist issue, the more consideration and importance the audience of the media would place and attach to it.

Symbiosis between mass media and terror

Terrorism and the mass media have symbiotic relationship that exists between them. The symbiotic relationship involves the dependency syndromes created and in existence where either the media or the terrorist groups depend on the other to promote their goals and objectives. One of the goals and objectives of any terrorist organization is to create and put fear in target audience. The terrorist organizations need the help of the media to give coverage to their violent acts through disseminating it to their intended target audience. According to Eze (2011, p. 53) citing the Institute for safety, security and crisis (2008) notes that a terrorist organization needs the media in order to spread fear and thus advance its political goals. The terrorist organization tend to use the media (radio, television, newspaper, magazine and internet) in a manipulative manner in promoting their violent acts, as the media give life to terrorists acts. This is done through dramatic, interpretative, framing, updated and labeling style media coverage and reporting. Also citing Miller, et al (2003), Eze (2011:53) notes that media publicity on terrorist activities is the "Oxygen of terrorism". Indeed, the twentieth-century media which also refer to as new media has become an integral part of the modern day terrorist acts. With this, the terrorist organizations have direct access to the media in reaching their target audience, where they recruit and train members on how to make and detonate bombs and dissemination and sharing of videos, comments and pictures of their violent acts to their intended audience.

Media coverage of terrorism is suggestive which further explains the symbiotic relationship between the media and terrorist organizations. Terrorist activities are often presented in positive manner by the media. The terrorist and counter-terrorist labels are mostly done by foreign and international media in cases of international terrorism. With the media's wide publicity and coverage on terrorist groups, the media consequently promote the ideologies and violent acts of the terrorist which make the terrorists popular and feared by the media audience. In doing this, the media confer status on the terrorist organizations in the society. Iyere (2011) observe that terrorists do benefit from what he calls "status conferral function" of the media. According to Iyere (2011, p. 117):

> The audience of mass media apparently subscribe to the circular belief that if you really matter, you will be at the focus of mass

attention and if you are at the focus, then surely you really matter.

The media also benefit from the coverage they give to terrorist activities. The various media organization both local and international sees all terrorist acts as been timely to be reported. This is the basis why the international media such as BBC, CNN, Al Jazeera, Press TV and other local media in the country such as Nigeria Television Authority (NTA), African Independent Television (AIT), channels TV, Federal Radio Corporation of Nigeria (FRCN) stations and the various print media, broadcast and publish stories on terrorist activities.

According to Iyere (2011), the media are happy to relay terrorist events to the public, because they consider them newsworthy and this news is presented in prime time and front headlines are often given to crime and terrorist events under agenda-setting platform. Peresin (2007) also notes that the benefit of the media in reporting terrorists' acts and informing the public about acts of terrorism such as kidnapping and hostage crisis is for the mass media a source of news. According to Peresin (2007), due to the fact that the news events are dramatic, updated and raise great public attention, they could significantly raise reader and viewer ratings, and thus media companies' profit as well.

Research Method

The research design that is used for the study is survey. Survey design according to Forrett and Galapago (2010, p. 183) represents one of the most common types of quantitative, social science research. Survey design is predominantly used in studies that have individual people as unit of analysis such as groups but individuals in the groups are used as respondents or informants. In consonance with the research design, the population of the study is residents of Makurdi metropolis made up of 300,377 people (National Population Commission, 2006). A sample size of 400 respondents was drawn from the population using the Taro Yamane's formula for sample size determination.

The systematic sampling technique was then applied in selecting the 400 respondents across the various areas of Makurdi (Wadata, New GRA, Old GRA, Wurukum, High Level, North bank, Wallomayo, Bar and Fiidi; Agan and Ankpa Quarters). According to Forrett and Galapago (2010, p. 73), the key to systematic random selection is that there is no bias involved in the selection of the sample. Any variation between the sample characteristics and the population characteristics is only a matter of chance. The table below shows the number of respondents selected from each area.

Table 1: Area/Streets from which sample was drawn

Selected Areas	Selected Streets	Respondents
High Level	Katsina-Ala and Inikpi streets	80
North Bank	Yogbo street and Lafia road	80
Wadata	Lagos and Kano streets	80
Wurukum	Onitsha street and Abu-king Shuluwa road	80
Ankpa Quarters	Naka road and Ikeja street	80
Total	**10 Streets**	**400**

Source: Field survey, 2014

Data Presentation and Analysis

A total of 400 copies of the questionnaire were administered and 388 (97%) of the respondents returned their copies, however, 12 copies of the questionnaire, representing (3%) of the distributed copies were not returned.Therefore, the data presentation and analysis is based on the 388 (97%) response for the study. The data is presented according to the three research questions raised for the study. Research question one for the study sought to find out the extent to which the nature of media reporting of terror influences Makurdi residents' perception. The data is presented in table on.

Table 2: Influence of media reports of terror on perception of Makurdi residents

Responses	Frequency	Percentage
Enlighten and inform people on various terror acts	176	45%
Persuade people to adopt useful security related tips/practices	80	21%
Warn people against involving bad security acts	52	13%
Advocate people on the task to rise up to challenges of security	56	14%
Demonstrate the negative effects of terror acts	24	7%
Total	**388**	**100%**

Source: Field survey, 2014

Table 2 shows data on influence of media reports of terror on perception of Makurdi residents with regards to how the reports shape their understanding and impression of terrorism. The data show that out of the 388 respondents sampled, 176 respondents representing (45%) of the total sample said media reports on terror influences them by contributing to their enlightenment on various terror acts. For 80 respondents who represent (21%) of the total sample, media reports on terror influences them by persuading them to adopt useful security related tips/ practices. The table shows further that, 52 respondents representing (13%) of the total population said media reports on terror influences them by warning them against acts that could constitute security risks; while 56 respondents representing (14%) of the total sample said media reports on terror influences them by advocating for the need for them to rise up to challenges of security threats. For the remaining 24 respondents

representing (7%) of the total sample size, media reports on terror influences them by helping to shape their understanding of the negative effects of terror acts.

Information contained in the table signifies that the perception of Makurdi residents regarding terrorism is influenced and shaped in various ways by media reports on terror. This implies that the nature of reportage of terrorism by the mass media have significant influence on the audience members, thereby shaping their understanding and knowledge of terrorism. The table answers the research question to the effect that it has been able to present the nature of influence that media reports on terror influences have on Makurdi residents.

The second research question sought to find out what influencesmedia reports on terror have on Makurdi residents. The data is presented in table 3.

Table 3: Influence of media reports of terror on Makurdi residents

Responses	Frequency	Percentage
Make readers conscious of security threats in their area	176	45%
Make readers inform security threatsto security agents	60	16%
Persuade others to adopt usefulsecurity tips	60	16%
Develop positive perceptionabout reports on terror acts	44	11%
Promotion of public discourse/enlightenment on terror	48	12%
Total	**388**	**100%**

Source: Field survey, 2014

Table 3 presents influence of media reports of terror on Makurdi residents. The table shows that out of the 388 respondents sampled, 176 respondents representing (45%) of the total sample said media reports on terror influences them positively bymaking them conscious of security threats in their area. Data further reveal that for 60 respondents representing (16%) of the sample, media reports on terror influences them positively by making them inform security threats to security agents; while 60 respondents representing (16%) of the total sample says media reports on terror influences them positively by helping them to persuade others to adopt useful security tips. For 44 respondents representing (11%) of the total sample size, media reports on terror influences them positively by enabling them to develop positive perception about reports on terror acts while the remaining 48 respondents representing (12%) of the sample said media reports on terror influences them positively by promoting public discourse/enlightenment on terror.

This signifies that irrespective of arguments by certain scholars that media reports on terror rather helps in advancing the cause of terrorists, it is evident from the data that media reports on terror have positive influences on the audience members who are both educated about terrorism and alerted on the need to be security conscious, and as well cooperate with security agencies and other stakeholders in the fight against terrorism. The information contained in the table therefore, answers research question two to the effect that it was able to show case the various ways through which media reports on terror influences the audience members positively, thus leaving no room for doubt of the benefits of such media reports.

Research question three soughtto find out the types of terror reports in the media that influences Makurdi residents' perception and understanding of terrorism. The data collected in response to the research question is presented in table 4.

Table 4: Type of media reports on terror that influences Makurdi residents

Responses	Frequency	Percentage
Bombings	160	41%
Attacks on installations/facilities/institutions	128	33%
Kidnapping/ Hijacking	68	18%
Hostage taking/Assassination	16	4%
Armed attacks/sporadic shooting	16	4%
Total	**388**	**100%**

Source: Field survey, 2014

Data contained in table 4 presentfindings on the types of terror reports in the media that influences Makurdi residents' perception and understanding of terrorism. Table shows that out of the 388 respondents sampled for the study, 160 respondents representing (41%) of the sample, noted bombings as one of the types of terror reports in the media that influences Makurdi residents' perception and understanding of terrorism, while 128 respondents representing (33%) of the total sample identifies attacks on installations/facilities/institutions as one of the types of terror reports in the media that influences Makurdi residents' perception and understanding of terrorism. For 68 respondents representing (18%) of the total sample, kidnapping/hijacking is one of the types of terror reports in the media that influences Makurdi residents' perception and understanding of terrorism, while 16 respondents representing (4%) of sample note hostage taking/assassination as one of the types of terror reports in the media that influences Makurdi residents' perception and understanding of terrorism. The remaining 16 respondents who also constitute (4%) of the sample notes armed attacks/sporadic shooting as one of the types of terror reports in the media that influences Makurdi residents' perception and understanding of terrorism.

This signifies that the perception and understanding of terrorism by Makurdi residents is influenced and shaped by the types of terror reports in the media. This implies that the various types of media reports on terror have varying influences on the perception and understanding of terrorism by the audience members, therefore, answering research question three.

Conclusion

The results obtained from the respondents concerning this study supported the view that media report of terror is significant to the audience. Media reports on terror offer readers a lot of significance ranging from enlightening and informing them to persuading them to adopt useful security related tips, and as well be alert and rise up to challenges of security threats within society. This does not however, totally disputes arguments that dramatic reports, interpretative reports, emphasis of terror acts, labeling and framing of terrorists in the media can promote terror. Notwithstanding, it is evident that whatsoever the arguments for or against, media reports on terror have significant positive influence on how the audience perceive, understand and respond to security issues and the threat of terrorism.

Recommendations

Since there is the tendency that the media (newspaper) through its reports can unknowingly promote terror, the following recommendations are made:

1. The media should avoid dramatic, interpretative and use of labels that can give cheap publicity to the propaganda of terrorists.
2. Media reports on terror should be primarily aimed at informing, educating, enlightening and warning audience members of various terror acts and tactics that they may fall prey to if they do not have adequate knowledge of security tips.
3. Journalists covering security and reporting on terrorism should be trained at regular intervals through international and domestic seminars, workshops and conferences to enable them have full knowledge of the issues and report them in a manner that does not add value to the ideology of terrorists.
4. Since media reports of terror are found to be very significant to the audience members, journalists should be careful not to treat terror issues as other news events in order not further the propaganda cause of terrorists and endanger society. This they must do by ensuring that they do not reveal identities of eye-witnesses and identity of security agents working on sensitive security issues.
5. The media should work in synergy and collaborate with various security agencies in Nigeria such as the Nigerian police, Nigerian Army, Nigeria Security and Civil Defense Corp in reporting terror in order to forge a common front in the fight terrorism and enhance security of lives and property.

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Internet Advertising: An Analytical Survey

By

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Abstract
Computers and the Internet are rapidly evolving to meet the demand of a growing number of technology-oriented consumers. While the Internet has not reached the consumer penetration levels of the customary advertising media of television, radio or the printed press, "it is the single fastest growing medium in the history of mass communication" (Arens, Weigold and Arens; 2008, p. 540). The Internet has brought with it a vast upheaval in how individuals and companies advertise, and even how they think about what an advertisement is, and what "media" must carry it. Accordingly, this research investigates the striking technological phenomenon. It explores the nature of the Internet today, its global dimensions and its use by advertisers. Furthermore, the research distinguishes Internet advertising from conventional advertising, examines types of Internet-based advertising and identifies the problems and controversies associated with it.

Introduction
To be informed, educated and entertained, millions of people, all over the world, attend to the usual and widespread media of radio, television, newspapers and magazines everyday. The great bulk of what the public knows and believes comes from these mass media. The technical devices enable messages to travel to receivers nationally and internationally. These channels of information became necessary because something, some intelligence or tidings, had to be conveyed on a wide scale. They serve the varied and multitudinous needs of society.

One element of the media that is almost inescapable is advertising. Azzaro (2004, p.1) reveals that "total 2003 advertising in the United States was almost $249 billion". According to her, in the US, the advertising business largely supports the media. She explains that media is the business of delivering content to an audience. Interesting content is what attracts audiences to the media. These audiences then pull advertisers who want their advertisements to be part of the content. Advertisers spend money to buy access through media channels to communicate with consumers in the audience who might buy their products, services and ideas. And those advertisements help pay for the media that consumers enjoy. Sometimes, the commercial messages pay for part of it, as with newspapers and magazines, and sometimes for all of it, like most television and radio stations.

Enter the Internet

Messner and Garrison (2009, p. 389) observe that "since the World Wide Web made the Internet accessible for mass audiences in the early and mid-1990s, it has taken its place as the fourth type of mass medium besides print, television and radio by matching penetration rates and audience sizes". They add that today, the Internet is omnipresent in people's lives. According to the authors, 73 percent of adults in the United States used the Internet in 2006, an increase from 66 percent only a year earlier. They further say in the age groups of the 18- to 29-year-olds and 30- to 49-year-olds, the Internet penetration rate is well over 80 percent at this point. Already, in the age group of 12- to 17-year-olds, according to them, 87 percent are Internet users. The scholars point out that this development stresses the current and future importance of the medium.

Messner and Garrison note that the Internet is further enhanced by the increasing and widespread international adoption of high-speed and wireless Internet connections, which allow users to not only work faster, but also to access their online applications from anywhere. According to them, while 42 percent of adults in the United States had a high-speed connection at home, 34 percent of the users entered the Internet through a wireless connection in 2006. They observe that most commonly, the Internet has developed into a mass medium for news and information.

Similarly, Hanson (2005, p. 268) notes that "the Internet is the most recent of the mass media". According to him, it is still rapidly evolving and changing, just as radio did in the 1920s and television in the 1950s. He adds that like radio, the Internet was not initially conceived of as a mass medium. Instead, the first wide-area computer networks were designed to enable academics and military researchers to share data. But these early users, the author notes, soon found that the most useful part of the network was being able to send electronic mail to one another instantly. Although its original purpose was the sharing of resources, according to him, the most important factor in the development of the Internet was electronic mail (e-mail), simply defined as a message sent from one computer user to another across a network.

Digital Interactive Media: The Internet Arrives and Advertising Advances

Today people, all over the world, are participating in a new media revolution brought on by incredible achievements in communications technology. This digital interactive media include the Internet and all its associated online services, digital catalogues and magazines, stand-alone kiosks, cell phones and interactive television. The most prominent of them all is the Internet, described by Arens, Weigold and Arens (2008, p. 540) as "the fastest-growing medium in history". According to the authors, back in 1996, the entire Internet service amounted to only $ 1.3 billion, and total advertising spending was a mere $ 300 million. By the year 2000, they further explain, online retail sales had soared to $ 42.2 billion, and online advertising reached $8.2 billion. The scholars reveal that US online advertising spending in 2008 jumped to $18.5 billion (Arens, Weigold and Arens; 2008, p. 542).

What is the Internet?

Arens, Weigold and Arens say the Internet has come a long way from its simple roots. They observe that while some people assume it is very new, in fact the technological infrastructure of the Internet has been around since the 1960s. The authors define the Internet as "a global network of computers that communicate with one another through protocols, which are common rules for linking and sharing information" (Arens, Weigold and Arens; 2008, p. 542). Historically, they explain, it began in the early 1960s as a result of the Defence Department's Advanced Research Projects Agency (ARPA) plan to create a network that could survive a cold war attack. Arpanet had little commercial value; its primary users were governmental organizations and research universities and the Internet of today is a far different medium. However, Arpanet was important because its structure, a distributed network, was a revolutionary system.

Traditionally, media content has been delivered through centralized networks, in which a hub such as a television station a newspaper publisher or a cable company distributes content to many receivers. In a centralized system, if the hub is knocked out, receivers are left without information. But a distributed network is one characterized by many different hubs and links, which allows continuous communication even if some connections stop working.

Arens, Weigold and Arens point out that there are at least two other important distinctions between the Internet and traditional media. The first is the cost of time and/or space. In traditional media, time (on television or radio) and space (in print) is a precious and limited resource. Network television commercials, according to the authors, average 30 seconds, which is a very small window, and that window is expensive, averaging in the hundreds of thousands of dollars. In contrast, space on the Internet is vast and inexpressive. Marketing sites generally can store as much information as a company wishes to share. For consumers who require lots of facts before they make a decision to buy, this is a real plus.

The second distinction between traditional media and the Internet, according to the scholars, concerns the relationship between those who create content and those who consume it. Traditional media historically were content creators while audiences were content consumers. As an example, the Nigerian Television Authority (NTA) develops and schedules a show and, if a viewer enjoys it, he sits down on a certain night at the same time each week to watch it. NTA is the creator and the viewer is the consumer. But the Internet, from its beginnings, has been interactive, blurring the line between content providers and consumers. The Internet audience does not just consume online content, it interacts with it and helps to create it. As an example when a teenager uploads a video to You Tube, he is both a content creator (of his video or Website) and consumer (when he watches other videos). In addition, the Internet makes it easy and cheap for the teenager to promote his video. He can e-mail friends and ask them to watch it or he can create links to the video at his Face book page. If his friends like it, they may recommend the video to others at social sites such as del.icio.us or Digg, where many thousands of people can be encouraged to view it. Eventually, a huge audience might watch the teenager's video, even though it was produced very inexpensively.

The Internet: Convergence in a Networked World

According to Baran (2002, p. 73), "the Internet is most appropriately thought of as a 'network of networks' that is growing at an incredibly fast rate". He adds that these networks consist of LANs (Local Area Networks), connecting two or more computers, usually within the same building, and WANs (Wide Area Networks), connecting several LANs in different locations. When people access the Internet from a computer in a university library, they are most likely on a LAN. But when several universities (or businesses or other organizations) link their computer systems, their users are part of WAN. Baran adds that as the popularity of the Internet has grown, so has the number of Internet providers (sometimes called ISPs or Internet service providers), companies that offer Internet connections at monthly rates depending on the kind and amount of access needed.

Rodman (2006, p. 292) remarks that "the Internet began as a military application and has rapidly become a convergence of all the media that preceded it". He adds that in a few short years, the Internet has seen unprecedented growth, both in the explosion of new technology to support this medium and in the number of users. The author discloses that by 2004, there were 152 million Internet users in the United States. He notes that although there are more Internet users in the US than in any other country, heavy web use is far from an American phenomenon. According to him, there are estimated to be nearly a billion Internet users globally. Rodman further reveals that in terms of percentage of population, the United States ranks fourth in Internet use, after Iceland, Sweden and Korea. He points out that internationally, the Net now stands as a medium that has made more information more readily available to more people at lower cost and with greater convenience than any medium before it.

Rodman (2006, p. 300) defines the Internet as "a vast interconnected hardware system made up of different types of computers. He clarifies that the World Wide Web, in contrast, is a software system that simplifies Internet navigation. According to him, Tim Berners Lee invented the World Wide Web in 1989 and made his invention public in 1993. The author explains that among the Web's innovations are hypertext links, also known as hyperlinks, which are highlighted words and images within a web page that allow the user to move from one site to another by simply pointing and clicking a mouse button. He further says to access a document on the Internet, Web surfers don't need to enter complicated retrieval commands or even know where the document resides.

Rodman points out that, in a way, the Internet has truly made the world "a global village", a term coined by early media theorist, Marshall Mcluhan, a Canadian professor. He explains that Web surfers connect on a personal level with other Web surfers in other countries every day. Such global connections, the author says, are made possible by a world wide infrastructure of satellites, telephone circuits and under sea coaxial and fibre-optic cables that provide a physical interconnection among 160 countries of the world. However, Rodman notes that although most of the world is connected, a small number of developed nations use most of the Web. According to him, nearly half of all worldwide Internet traffic originates in the US, with the nations of Norway, Sweden, Finland, Japan, Israel, Australia, Britain and Germany accounting for most of the rest.

The Concept(s) of Advertising: Traditional and Internet-Based

Rodgers, Thorson and Jin (2009, p. 199) say advertising refers to mediated information or persuasive messages in which the sponsor is identified. According to them, the messages are usually paid for by the sponsor, although "public service announcements" are paid for by donations. The authors note that with the development of the Internet and the proliferation of digital delivery services like PDAs, RSS feeds and ipods advertising, like every other mediated function, is changing drastically. They point out that advertising is fundamentally in a state of flux. According to them, in addition to the known categories of advertising such as product and service commercials, public service commercials, issue advertising, corporate advertising and political advertising, a number of advertising types have emerged since the 1990s largely as a function of the digital revolution. They explain that these include relationship advertising, permission advertising, experiential advertising, advertainment advertising and consumer-generated advertising.

As the authors clarify, relationship advertising, which originated from customer relationship marketing (CRM), treats every message as a call to action that attempts to draw the consumer closer to the brand by meeting the specific needs of the consumer. Permission advertising, sometimes called permission marketing, is centred on gaining the consumer's consent before advertising exposure. Examples of permission advertising include search engine optimization (SEO) and sponsor-select advertisements in which consumers search/select which brands, products and services they want to receive more information about. With its roots in emotional advertising, experiential advertising refers to advertisements that evoke a strong sensory response, as in the case of Blockbuster's 2007 Super Bowl commercial featuring a talking rabbit and gerbil, and Kleenex's "let it out" campaign that enables consumers to share tearful stories both in the form of television commercials and posted on the Kleenex.com website. Advertainment advertising or simply "advertainments" are similar to experiential advertising in that their goal is to create an emotional experience with consumers but they differ in that their sole purpose is to entertain, as in the case of Burger king's subservient chicken which promotes BK's well-known "Have it Your Way" motto. Consumer-generated advertising (also known as user-generated content or UGC) is perhaps the newest from of advertising and refers to various kinds of content created by consumers in the form of online testimonials, product reviews, user-generated commercials, etc.

According to Rodgers, Thorson and Jin (2009, p. 199), "a common theme among these new forms of advertising is that the consumer is in control and, subsequently, must initiate contact with the advertiser". They add that this "pull" model of advertising differs from the traditional "push" model, which are often intrusive and may not provide information that is relevant to the consumer's specific needs. However, the authors explain that the introduction of new categories of advertising is not meant to suggest that the newer forms of advertising are superior to the traditional forms of advertising but suggests a new set of challenges.

Advertising Online

Dominick (2002, p. 379) reveals that Online advertising began in 1994 when HotWired, the digital counterpart of the techno-hip *Wired* magazine, started a website with about a dozen supporters who paid for advertising banners embedded throughout the site. According to him, since that time, a whole new industry has grown up

consisting of companies that sell advertisements, create advertisements and measure how many people see advertisements. He adds that most large companies now treat Web advertising as part of their normal advertising media mix, along with the conventional radio, television, print and outdoor (billboards etc).

In addition, the growth of the dot.com Internet companies has fuelled the growth of web advertising. According to Dominick, it is no surprise that companies on the Net use the Net to advertise. He says one recent survey disclosed that more than 70 percent of advertising on the web came from other internet companies.

The surge in advertising by Internet companies has helped increase revenue for the traditional media. Here are just a few examples by Dominick (2002, p. 379): From 1998 to 1999, spending by Online companies increased 900 percent for network television advertising, 500 percent for outdoor media, 300 percent for cable television advertisements, and 200 percent for magazine advertisements. According to him, Dot.com spending for advertising in business-to-business media increased as well.

Rodgers, Thorson and Jin (2009, p. 203) agree that "since the first commercial browser was introduced and the first banner advertisements were sold in early 1994, the global Internet population as well as Internet advertising has been growing at an exponential speed". According to them, seventy-five percent of the US population had Internet access at home as at 2007. They add that Internet advertising spending has also witnessed dramatic growth from $310 million in 1996 to more than $ 12.5 billion in 2005, making the Internet the fourth largest advertising communications medium.

However, Dominick (2002, p. 379) notes that "although on the increase, the amount of money generated by web advertising is still small when compared with the more traditional media. He says estimates of Internet advertising spending vary widely among industry analysts. Even with the optimistic assessment, according to him, the Internet, in the US, accounted for 2 percent of all advertising expenditures in 1999, or about $5 billion (out of a total of $215 billion). To put this number in perspective, Dominick points out that General Motors, by itself, spent about $3 billion in advertising in traditional media that same year. However, he observes that even so, everyone expects internet advertising to become more important.

Dominick says companies are learning how to use Internet advertisements to their maximum potential. According to him, some companies allow advertisers to buy space on a number of different sites, sort of like buying time on a radio or television network. Double click.com, for example, sells banner advertising space on 490 websites and serves as a liaison between them and 3, 100 advertising clients, such as General Motors Corporation and Visa International. Other companies, such as Digital City, have created cyber-based city websites in an attempt to gain a share of the multi billion dollar classified advertising market.

Characteristics of Internet Advertising

Rodgers, Thorson and Jin (2009) observe that although there is no consensus on a definition of internet advertising, six characteristics commonly discussed in the literature include: interactivity, multi-media, rich content, direct marketing capabilities, targeting, and ease of data collection.

According to them, the Internet has transformed the traditional source-oriented advertising model and interactivity is at the core of this change. They further

say as the most distinctive feature of Internet advertising, interactivity has been approached from a variety of perspectives including interpersonal, mechanical and functional. The scholars add that research on interactivity has been synthesized around three primary research traditions: human-to-human, human-to-document, and human-to-system interactions. They further say building on this conceptualization, interactivity has been characterized along several dimensions including user control, reciprocal and simultaneous communication and addressability. According to the authors, user control means that instead of being passive targets as in the case of traditional media, Internet users actively choose, search, process and respond to Internet advertising at will. Users also control timing and placement of exposure in Internet advertisements, and in some cases can manipulate and disseminate advertising content. They add that unlike traditional, one-way models that emphasize the flow of information form advertiser to consumer, the Internet enables reciprocal and simultaneous communication between advertisers and consumers, which is critical for building customer relationships as well as making efficient adjustments in the course of a campaign.

According to the authors, addressability refers to the ability to remember and react to the response of a consumer, which facilitates one-to-one marking and product/service personalization including global capabilities of the Internet. This ability has created debate over notions of mass market and geographic bounds, both of which are inherent aspects of traditional advertising.

The scholars say multi-media presentation of advertisements, the second category, includes several different features that have been examined including text, image animation, audio, video and 3D presentation as well as combinations of these and other characteristics. They add that research in this area has generally shown that multi-media increases online advertising effectiveness by synergistically delivering different aspects of a message to the target, resulting in more favourable brand perceptions.

Rodger, Thorson and Jin say the third characteristic, information richness, refers to an unlimited flow of information from unlimited sources making the Internet a superior vehicle for conveying details about the advertised brand. They further say relatively low information search costs also empower the consumer to make more informed purchase decisions.

The Internet, according to the authors, has also been touted for its ability to offer a direct marking channel in which hypertext links can be integrated into an Internet advertisement to connect a user directly from the advertisement to the advertiser's website. They add that this has create greater efficiency and more options for e-marketers and advertisers who wish to sell their products/services directly to online consumers as well as other commercial and nonprofit companies that want to target an audience of one. The scholars further say in comparison to other media, the Internet has also greater targeting potential and offers not only demographic but also behavioral targeting using keyword searches and transaction history to increate the relevance between the advertising and prospective consumer.

The final characteristic of the Internet, according to the authors, is data collection. Users leave "footprints" while roaming the Internet. IP addresses, log files, cookies and other solutions enable websites count hits, impressions clicks and

transactions, as well as to analyse users' browsing patterns with great ease and efficiency, thereby increasing accountability of the medium.

Thus, each of these factors – interactivity, multi-media, rich content, direct marketing capabilities, targeting and data collection – defines Internet advertising.

Types of Internet Advertising

Arens, Weigold and Arens (2008, p. 556) say "advertisements on the Internet can take a variety of forms, and as the Net matures, the number of forms continues to expand. According to them, most advertising opportunities today can be classified as banners, Websites, buttons, sponsorships, interstitials, classified advertisements and e-mail advertisements.

Banner

The authors explain that the basic form of Web advertising is the banner. A banner, they clarify, is a little billboard that spreads across the top or bottom of the web page. Dominick (2002, p. 380) adds that "it can also be scattered throughout the content".

Each banner, he further explains, displays a company logo or catchy phrase and some are even animated to attract attention. Visitors who click on these sites are provided with more information about the product and are given a chance to buy it online. Some advertisers pay Websites according to the number of "click-throughs" they generate. According to Dominick, very few banner advertisements ever get clicked. He adds that an advertiser can purchase banner advertisements, or the advertiser can establish a free-link exchange. In this arrangement, one company offers banner advertising space on its Website to another company in exchange for space on the other company's site.

Buttons

Arens, Weigold and Arens say similar to banners are buttons, small versions of the banner that often look like an icon and usually provide a link to an advertiser's landing page, a marketing tool that leads people into the purchasing or relationship-building process. Because buttons take up less space than banners, they also cost less.

Websites

According to Arens, Weigold and Arens (2008), some companies view their whole Website as an advertisement. They explain that, in truth, the Website is more than an advertisement - it is an alternative "storefront", a location where customers, prospects and other stakeholders can come to find out more about the company, its products and services and what it stands for. The authors observe that some companies use their Website like an extended brochure to promote their goods and services; others act as information and entertainment publishers and try to create a cool place that people will visit often; still others treat their Website as an Online catalogue store, conducting business right on the Net. For example, international diamond merchants, De Beers, created a "design your own engagement ring" site that allowed visitors to view various combinations of stone, settings and sidestones online. After a visitor designed the preferred ring, she or he could e-mail the design to a friend (or fiancé). To give another example, Gap.com went for simplicity with an easy-to-navigate website. Products are displayed attractively in a way that recreates the in-store shopping experience.

Sponsorships

According to Arens, Weigold and Arens, a form of advertising on the Internet that is growing in popularity is the sponsorship of Web pages. Corporations sponsor entire sections of a publisher's Web page or sponsor single events for a limited period of time, usually calculated in months. In exchange for sponsorship support, companies are given extensive recognition on the site.

Interstitial

Today, a lost of new software technologies, such as dHTML (dynamic hypertext markup language), Jaya and Flash, have greatly enhanced the once-static banner and button advertisements. Full motion and animation, for example, are now common place. Arens, Weigold and Arens note that one of the greatest areas of recent growth has been rich-media advertising which includes graphical animations and advertisements with audio and video elements that overlay the page or even float over the page. The authors say one of the more common types of rich-media advertisements is the interstitial - a catch all term for a variety of advertisements that play between pages on a Website, popping up on the screen while the computer downloads a website that the user has clicked on.

Classified Advertisement

Arens, Weigold and Arens observe that another growing area for Internet advertisers, and an excellent opportunity for local advertisers, is the plethora of classified advertising Websites, like CraigsList. Many of these offer free classified advertising opportunities because they are typically supported by banners of other advertisers. In these classified, a visitor can search for homes, cars, jobs, computer equipment, business opportunities etc. Moreover, the search can be narrowed down to his city or expanded nationwide.

E-mail Advertising

According to Dominick (2002, p. 380) advertisers also use direct e-mail campaigns. He says these are similar to traditional direct-mail campaigns except that the advertising message is delivered to a targeted group of people via e-mail. Several commercial companies develop and maintain highly specific e-mail lists that advertisers can purchase. The author remarks that this form of advertising, although highly efficient, carries some risks because many consumers consider this content spam (unsolicited e-mail messages clogging most people's inboxes, often with messages that the recipients consider offensive) and react negatively.

Problems of Internet Advertising

Arens, Weigold and Arens (2008, p. 559) comment that "the Internet, like any medium, has its drawbacks. According to them, it is not a mass medium in traditional sense, and it may never offer mass-media efficiency. They observe that some marketers may decide it is too complex, too cumbersome, too cluttered, or not worth the time and effort. The authors further note that it is not controlled by any single entity and so there may be no one to hold accountable. They observe that security (for example, for credit card purchases over the Net) has improved, but it is still a problem for some.

Furthermore, they say the Net has all the problems of any new untried medium. Additionally, the technology for running television-quality video is still not in place, and the long-term cost of full participation in the Internet is anybody's guess. The authors point out that its greatest appeal is also its deepest drawback: it is

the most democratic of media - anybody can get on it and do or say anything. According to them, that is both good and bad.

Arens, Weigold and Arens (2008, p. 560) identify five other disadvantages associated with Internet advertising.

1. **Medium is not standardized:** The Internet is still very young, with many unanswered questions about advertising effectiveness, accuracy of market research and ordering (standardization) of measurements for both advertising exposure and pricing. Dominick (2002) also notes that advertisers are beginning to have doubts about the efficacy of online banner advertisements. He observes that one study suggested that only about 0.5 percent of all people actually click on a banner advertisement and even fewer actually make a purchase. This percentage, according to him, is even less than that of direct mail campaigns (those advertisements that many people consider junk mail and toss away without opening). He adds that about 2 percent of direct mail campaign recipients usually respond to the mailing. According to Dominick, advertisers are also discovering that acquiring customers through banner advertisements is much more expensive than using traditional media. As a result, he says, many companies have cut their online budgets or are demanding cheaper prices for banner advertisements. The author also makes the point that since so much of Internet advertising is done by dot.com companies themselves, an economic downturn among Web companies will have a serious ripple effect on advertising. He illustrates that such an event occurred in early 2000 when the financial failure of several high profile dot.com companies meant that less money was spent on Internet advertising.

    Thus, although the medium offers the potential for profitability, the many unknowns still keep some advertisers from spending millions of dollars on Online campaigns.

2. **Targeting Costs** used to be among the most expensive relative to any other medium; these have since come down to high, but not outrageous levels.

3. **Show Downloads,** due mostly to bandwidth, still hamper many users from the full online experience. Penetration of the high bandwidth DSL lines and cable modems has been accelerating, however. Before advertising on the Internet can realize its fullest potential, data transfer times will have to come down tremendously. Fortunately, the Internet technologies are in perpetual development and growth.

4. **Security and Privacy** concerns still prevent many users from engaging in online purchases, although with time these fears will likely be allayed. Until most people believe the Internet is a safe place for financial transactions, it is unlikely to be accepted by everyone as a viable medium for commerce.

5. **Global Marketing Limitations.** The Internet is rapidly growing in other countries as it is in the United States. However, many countries are still hampered by the high cost of local telephone services, and developing countries simply lack the technology infrastructure to provide Internet services to the public.

Controversies about the Internet

According to Rodman (2006, p. 320), the answer to "Who Controls the Internet?" is both "No one" and "Everyone". He explains that the answer is "No one" because there is no central authority, and "Everyone" because every country, corporation and content provider (and that is everyone) has partial control. The author further says defenders of the Internet like to point out its positive effects: how it provides access to huge amount of information from around the world, how it engages users in interactive - rather than passive - entertainment and how it encourages the development of reading and writing skills in young people. According to him, other proponents like to extol the fact that this is an unrestricted, truly democratic medium in which the masses can say whatever they want.

Discussion

We live in exciting times. Populations are more literate; satellites and the Internet keep the world informed. As technology advances, so do the venues for advertising. Today, people's voices and messages are no longer limited by the scope of 20th century media. Thanks to the Internet and a variety of Online database services, people and organizations can now send advertising messages to millions of people around the world - instantly. Advertising is undergoing a transformation of historic proportions - from a monopolistic corporate monologue to a totally democratic dialogue. Suddenly, everyone has a voice.

Historically, advertisers have used the traditional mass media -radio, television, newspapers, magazines and billboards - to send their messages. But today, technology enables advertising to reach consumers efficiently through a variety of addressable media for example, direct mail and interactive media (like the Internet). One result of exploding technology and consequent fragmentation has been the growing realization by major advertisers of the importance of relationship marketing and integrated marketing communications. As defined by Arens, Weigold and Arens (2008, p. 647), "relationship marketing is creating, monitoring and enhancing long-term relationships with customers and other stakeholders that result in exchanges of information and other things of mutual value". And the authors describe integrated marketing communications as "the process of building and reinforcing mutually profitable relationships with employees, customers, other stakeholders, and the general public by developing and coordinating a strategic communications programme that enables them to make constructive contract with the company brand through a variety of media" (2008, p. 639).

More than any other medium, the Internet is truly interactive, allowing consumers to directly relate with an advertiser, thereby establishing future relationships with an audience of some 800 million people worldwide, according to Arens, Weigold and Arens (2008, p. 560). Indeed, the Internet has an enormous audience. It is also the only true global medium, providing information and commerce opportunities that are immediately accessible around the world.

Internet advertising is characterized by a highly selective targeting unmatched by any other medium. By purchasing key words and employing cookies, advertisers can reach potential consumers exactly when they are in the market to buy. Proximity to purchase may be the greatest advantage of Internet advertising.

Purchasers can be targeted right where they are, right at the moment when they are considering making the purchase.

The Internet provides in-depth information about a company and its products. Commercial Websites provide detailed information about products or services to information-hungry consumers.

Conclusion

Despite having its roots in the world of military research, the Internet primarily works to permit the independent use of computers. It is a diverse set of independent networks, interlinked to provide its users with the appearance of a single, uniform network. The Internet is unique among the mass media in allowing interpersonal communication through e-mail and instant messaging; group communication: through listservs, newsgroups, and discussion boards; and mass communication through the World Wide Web. The WWW has turned the Internet into a major mass medium that provides advertising, news, entertainment and community interaction. The Web offers a mix of content providers, including traditional media companies, new media companies offering publications available only on the Web, portal sites that offer help in navigating the Web, and individuals who have something they want to say a channel to say it.

As Rodman (2006, p. 284) observes "ultimately, the most interesting thing about the Web as a communication medium is that it opens up the world of publishing and broadcasting to anyone who has a computer, an Internet account, and something to say". Clearly, the line between traditional journalism and news letter publishing is changing because people no longer need to have a printing press or a broadcast station in order to win national attention for their ideas. If what they write is compelling enough, people will pay attention.

Lawrence K. Grossman, former president of National Broadcasting Corporation (NBC) News, wrote in *Columbia Journalism Review*:

> *Guttenberg made us all readers. Radio and television made us all first-hand observers. Xerox made us all publishers. The Internet makes us all journalists, broadcasters, columnists, commentators and critics.* (Quoted in Rodman: 2006, p. 284)

It is thus clear that Internet advertising is a rapidly growing industry that provides tremendous profit opportunities for the savvy direct marketers. The Internet is expected to continue its marvelous and remarkable growth for some time, particularly as the children of today grow up with the technology and become the consumers of tomorrow.

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Language and Security: A Symbiotic Approach

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Abstract

The insecurity Nigeria is currently experiencing could be summarily said to be motivated by two major factors: differences in language and religion. From the data available, most crises especially in the middle–belt region of Nigeria are often triggered by tribal differences. By implication, language has a vital role to play in ensuring the security of a nation because "language is power" it has the ability to influence. This paper therefore, explores the symbiotic relationship that must exist between language and security and how this relationship could be harnessed to achieve peaceful co-existence, national integration and development. Therefore, the position of this paper is that, national security may not, as is often portrayed be achieved only through military might, economic attainment or foreign diplomacy but this paper opined that, if the resources of language are explored, it will to a large extent consolidate other avenue that government do often advocate in managing the problem of insecurity in this nation.

Introduction

Accepting the insufficiency and inefficiency of our government's efforts of the use of security agencies in maintaining and ensuring peace is no-longer a debate in Nigeria. The use of various and several strategies put in place by the government for our security needs does not posit denying its advantages of their palliative and remedial succor in our society.

However, such efforts are just awakening us to the responsibility of exploring other alternatives that might compliment what the nation already has. Even though this paper is not trying to challenge the status quo of the existing structures of ensuring security in our country, it is rather of the view that, let there be an introspection to see whether there are other possible measures beside what has been on ground.

Therefore, the paper is an input on the need to approach insecurity through the tools of language. This is because it is an area that has not been adequately considered. The reason being that in Africa generally, Language issue has not featured well in security discourse. There are at least two reasons for this apparent neglect of language issue as noted by Bodomo (1999). In his view they are:

In Africa, the nature and role of language in the society is often completely mis-understood. Too often than not theories and issues of achieving an accelerated rate of development and security are discussed without considering linguistic issues.

The second reason for the language neglect is that security is often conceived of in a rather narrow sense.

The consequences of this kind of narrow concept of national security are often erroneous and could be misleading. In this narrow sense then, the role of language in the discourse of insecurity may be seen as too marginal to be taken seriously. This paper wishes to state here that Language is an integral part of man. It surpasses communication and social interaction. Language influences thought, and thought often conditions action, and also influences conduct.

Considering all these, the paper shows that Language is central to the problem of insecurity and ought to occupy an important place in the security discourse. This is why we must draw the attention of our policy makers and implementers of the invaluable essence of language. Therefore, if national security as defined by Macmillan online dictionary (2012) "is the protection or safety of a country's secrets and its citizens" then Language becomes an important variable in security process.

The Concept of Language

One may wonder how the world would have been if humans could not use language to communicate with each other. Language is an essential tool for communication to humans and without it, interaction would have been difficult. Hornby et al (1995) defines language as "the system of sound and words used by humans to express their thoughts and feelings." Language is also defined by Babuje et al (1998) as "an organized system of speech, used by human beings as a means of communicating ideas, feelings, thoughts civilization and philosophy." Language is thus meant for communication.

Language performs various functions among which is what Azuike (2001) refers to as "communion" by this he means "the common sharing of aspirations, fears, hopes, feelings and thought as expressed in language because, language provides us access to the experience of others." Language is viewed by Bamgbose (1991) as also "performing the major function of integration." He believes that communication is necessary to the proper functioning of a nation state as it ranges from the level of individuals to the level between nation states. Other functions of language include informing, persuading, warning, advising, commanding and request. With these, we can see that the major function of language is communication.

However, there are different ways of employing language to meet these functions. According to Leech and Short (1985) "Language performs a number of functions and any piece of language is likely to be the result of choices made on different functional levels." This implies that the context or situation determines the choice of language made.

National Security

The US Defense Department Military Dictionary (2011) states that, there is no single universally accepted definition of "National Security" since there are some

differences in describing National as state and everything consist in a nation. In other words, the variety of definitions provides an overview of the many usages of this concept. The concept still remains ambiguous, having originated from simpler definitions which initially emphasised the freedom from military threat and political coercion to later increase in sophistication and include other forms of non-military security as suited the circumstances of time.

Therefore, the US Defense Department Military Dictionary defined National Security as: "a defense posture capable of successfully resisting hostile or destructive action from within or without, overt or convert." It went further to define the concept as: "the requirement to maintain the survival of the state through the use of economic, diplomacy, power projection and political power".

On the other hand the online Macmillan Dictionary (2012) defined National Security as, "the protection or safety of a country's secrets and its citizens". While commenting on the concept of national security, Wolfers (1960) as quoted by US Defense Department Military Dictionary views the concept as, "an ambiguous symbol meaning different things to different people. National Security objectively means the absence of fear that such values will be attacked."

The same dictionary made reference to other authorities on the concept of National Security which include Mailer (1990) who opined that,

> "National Security… is best described as a capacity to control those domestic and foreign conditions that the public opinion of a given community believes necessary to enjoy its own self-determination or autonomy, prosperity and wellbeing".

In the same vein, National Security Defense College India states that:

> National Security is an appropriate and aggressive blend of political resilience and maturity, human resources, economic structure and capacity, technological competence, industrial base and availability of natural resources and finally the military might.

From the various definitions drawn from the above sources, it is obvious that the concept of National Security is universal and that it is concerned about the welfare and the act of keeping peace within the borders of a sovereign state or self-governing territories. It is usually the number one priority of every government to its citizenry which Nigeria should not be an exception as a sovereign nation.

State of Insecurity in Nigeria

It is an undeniable fact that Nigeria is facing her greatest moment of insecurity. The situation is so bad that Adejumo (2011) describes the endless killings as "an indication that most Nigerians do not value human lives. They debase them. Most have become conditioned to acts of carnages, brigandage, looting, massacre, butchery and bestiality."

The insecurity we are talking about is not merely petty crimes, armed robberies, etc. but terrorism and bombings, armed insurgency etc. that has lead to massive killings of innocent blood.

For instance, the Niger Delta problem that lingered for a while, which seemed to have died down a bit of recent after all the hullabaloo of amnesty, Jos ethnic/religious killings, Boko Haram Massacres and bombings in Abuja, Maiduguri, Kano and Yobe are instances of insecurity in Nigeria just to mention but a few.

It will be recalled that well after the advent of the so-called Niger-Delta crisis, several acts of bombings and killings by the extremist Islamic sect, Boko Haram, the carnage between ethnic Birom and Hausa/Fulani in Jos, and the political violence that followed immediately after the 2011 election results, mostly in the northern parts of the country, have further cemented the insecurity state of the country.

The recent meeting by the 36 state governors, under the aegis of Nigerian Governors Forum (NGF) described the insecurity situation in Nigeria as a national embarrassment which is condemnable. In fact, the outside world views Nigeria as one of the terrorist countries hiding under the auspices of religion to rain terror on fellow human beings. Of course, the country has lost count of the number of foreign immigrants that have been brutally murdered or assassinated in this country not to talk of prominent citizens.

Several nasty comments have been passed on Nigeria as one of the insecure countries that foreign investors should tread with caution.

Coming down home, Nasarawa State has equally had her own share of this menace. The state has recently experienced pockets of ethnic crisis that claimed several innocent lives in the state. For example, the tribal clash between Fulani and Agatu in Jankwe development area, the Alago and Tiv crisis in Doma Local Government, the Magili and Fulani clash at Gidiye, Bubba, Dudugulu all in Jankwe Development Area and the most recent of all is that of Eggon and Alago crisis that engulfed Assakio in Lafia East Development Area.

We must state here that none of these crises left our people and the communities or towns the same as they were. Lots of lives and properties were destroyed beyond records.

As noted by the Governors' forum, "Without security, an enabling environment cannot be created for economic development." This is one of the major factors why Nigeria is yet to advance. Resources that are meant for development are often channeled to taking care of war refugees and the rebuilding of destroyed villages, towns and cities.

Adejumo (2011) opined that:

> Insecurity is not a problem that is unique to Nigeria. The US, the UK and many other countries face the challenges of insecurity within their borders on a daily basis. The difference between them and our country Nigeria is how they manage the threats; how knowledgeable and prepared they are; how they deploy resources against the threats; how effective they are; how patriotic and united these people are against threats of insecurity.

In view of what Adejumo is saying, the major problem of insecurity in Nigeria is lack of management. In the other words, how to manage our state of insecurity has been a big matter in this country.Therefore, we must admit and acknowledge the failure of the security agencies in Nigeria. Though, Omatete's (1972) opinion is that, "no nation can achieve total security". But Adejumo (2011) however maintains that,"What the current tread of violence is imprinting on the Psyche of Nigerians is that the government security apparatus is incapable of guaranteeing the safety and security of its people."

How language Matters to Security

In Nigeria today, the issue of security has become a matter of serious concern and as a result, the government has adopted military might and dialogue to curb this menace. But another way of curbing the situation of insecurity in Nigeria is to employ the use of language. Language as a means of conveying our thoughts, feelings, and ideas is a good means of conveying information about security to the populace. Nigeria has a lot of people living in rural areas who are not opportune to have formal education as most people in cities, so the level of illiteracy is high and such people need to know how to protect themselves at times like this. The languages of the people in the various communities if used in programmes on radio will help a long way in conveying this information. Language if properly used can cause positive change in a nation but when it is not properly used it could cause a lot of problems in the nation. For example, recently in Nigeria, some text messages have been circulating on different issues that causes fear and tension in the minds of people throughout the country. In the same way that these text messages spread and caused fear and tension, the government could use language to enlighten its populace on the insecurity situation of the country; ways to protect oneself and also how to foster peaceful co-existence amongst its citizenry.

The importance of language to security cannot be overemphasized as it aids in the revelation of secret plans of the "enemies" as can be seen in the article by the United States representative Holt (2008) who stated that:

> "Our national security is heavily dependent on translators, specialists, and interpreters within the intelligence community, the diplomatic corps, and the military, prior to September 11, 2001 our intelligence community was at only 30 percent readiness in language critical to national security.

This shows that the security of a nation is largely dependent on the ability of the security agents to be able to understand and interpret language(s) especially the language(s) of the said "enemy" (or enemies) of such nations. And when this is done, the security agents could avert and abort a lot of impending attacks on the nation bringing about national integration and development.

Language as an Approach to National Security

In this section which is the crux of the paper, we wish to liberate the notion of national security from the narrow corridors of military might, economic stability, power projection etc. and build on the fact that Language is power and has the ability to influence actions. Hence, language is noted by a linguist as the facilitator of human essence, all invention, health, engineering and every other human activity will not actualise, without language. Language as noted earlier is an integral part of man that determines man's world view.

What is it that makes language such an important ingredient in the discourse of national security? The answers must be found in the nature of language and the functions it performs in the society.

The Nature and Functions of Language

There exists a considerable amount of literature on the subject of the role and functions of language in society. An old yet relevant existing strong view of the

nature and functions of language has been articulated by two linguists and philosophers, Sapir and Whorf and has come to be known as the Sapir-Whorf Hypothesis as quoted by Bodomo (1999) thus:

> Human beings do not live in the objective world alone, nor in the world of social activity as ordinarily understood, but are very much at the mercy of the particular language which has become the medium of expression for their society. It is quite an illusion to imagine that one adjusts to reality essentially without the use of language and that language is merely an incidental means of solving specific problems of communication or reflection. The fact that the matter is that the "real world" is to a large extent unconsciously build up on the language habits of a group… we see and hear and otherwise experience very largely as we do because the language habits of our community predispose certain choices of interpretation (Sapir 1929).

Since Language determines and influences individual's disposition in which concepts are expressed, it then means that language has a tight relationship with the user. Therefore, nothing can be done to, with and through an individual without passing through the language that influence such an individual. Hence, in other to handle the issue of national security without involving language will be an effort in futility. Therefore, in addressing national security, the following must be adhered to through the tools of language:

1. **The need for Common Indigenous Language**

   Security consciousness and concepts and the need for peace and unity could only be achieved if expressed in the language that a community understands. This is necessary because as noted by Bodomo (1999) "since languages relate first and foremost to particular cultures, each individual language seems to represent the speakers of the culture it encodes."Therefore, there is a dare need for a common Indigenous National Language through which similarity in understanding concepts or ideas can be interpreted to mean the same by the people. Lack of understanding, mis-interpretation of intention or idea, understanding things from different cultural perspectives among others have always been some reasons or causes of most of the crises experienced in Nigeria. Therefore, if there will be a common indigenous language where people could reason, see, interpret, and speak the same, it will go a long way in handling insecurity among the people. This is an aspect English as a borrowed language cannot be used to achieve.

2. **Mass Information via Language**

   Nigeria is one of the countries that Information about events happening to people, decisions taken by the government on the people and for the people is hardly disseminated. Even if it is done at all, information often come to the people in drops or inform of rumour without traceable authentic source. The truth of the matter is that people need information in other to be satisfied with what they are dissatisfied about, issues need to be clarified and pronouncement made over grey areas of governance.

In most developed nations such as UK, US, and other places, citizens have access to their leaders through phone, open interactions, and talk back programmes etc. such that the governed are often clarified over issues that could pose as threats to the security of the nation.

Therefore, one of the approaches to national security is that information should be made available through the use of language that best convey the thoughts, feelings culture and tradition of the people. Information must not be too far from the people, they should have access to sources of information easily.

It is however important to note here that the media, both print and electronic, may not be able to achieve this due to the fact that most of the information passed across through these medium are often one way traffic and most importantly are not in most cases the primary sources of information. National security can only be guaranteed if the citizens can through understandable language have free and unhindered access to information on issues that bother them or needed clarification.

3.   **Integration of Indigenous Languages.**

From past researches, available data has it that when people learn and speak other people's languages, they often go further to learn and practice the people's culture and tradition. When people, know, share or practice other people's culture, integration and unity becomes much easier. That is why inter–marriages of different cultural backgrounds are no longer a problem in Nigeria.

Therefore, another approach to national security through language is that government at all levels should encourage the learning of other indigenous languages outside the speaker's own local language. There are two advantages of this approach to national security.

i.   It will bridge the wide gap between languages such that people will easily understand themselves better. Even when there are tendencies for crises, secrecy may not be there.

ii.   When people speak or share same language, they seem to be freer, relaxed and more at home with one another, than with people they cannot speak or understand their language. This could be one of the reasons why there are relatively less insecurity in both the Eastern and Western part of the country compared to the north that has more languages. Hence, the more different our languages are, the more different we see, understand and accept things.

Conclusion

From all that have been said, this paper has established the fact that crisis management cannot only be dependent on military might alone but also on language which is an integral part of man. This is because language influences the thoughts, actions and also the conducts of man. Language occupies an important place in security discourse, it has also been established that national security is a universal concept which is concerned with the welfare and the peace keeping within the borders of a sovereign state or self-governing territory. National security therefore is the number one priority of a state. To manage the insecurity of a country like Nigeria, the

need for a common indigenous language which will make the people think, see, interpret and speak the same way, have easy access to information through the use of language and the integration of indigenous language, will go a long way in bringing about peace to the nation.

If this symbiotic approach is used especially starting from our local levels, it will go a long way in preventing little issues that causes tension and grievances from maturing into bigger crisis and threat to the security of this beloved nation.

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Quality Assurance, Corruption and Social Consciousness in Contemporary Nigeria: Playwrights on Issues for Discourse

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Abstract
This paper looks at the functional role of quality assurance in nation building and the challenge surroundingthis noblereality. It appreciates the national and international implication of quality assurance and reveals how corruption is able to undermine it. Furthermore, it shows how important social consciousness is in enhancing societal understanding, appreciation and practice of quality in national life through a cursory survey of selectedplay texts. In these plays, the attempt by playwrights to create social consciousness on the presence of corruption in Nigeria and the damage it is causing is achieved. The paper shows how in differentplay texts, Nigeria playwrights have been relentlessly educating, informing, correcting, conscientizing and facilitating the understanding that corruption destroys society and hinders quality and standard in all spheres of life and society. The paper concludes that quality assurance is a necessity in national development and more efforts should be made to promote social consciousness in Nigeria.

Introduction
Quality assurance has become an issue of importance to interrogate after sixty years of theatre practice in Nigeria. At either ends, the theatre itself which deserves quality delivery and quality services for society is being investigated. Playwrights have been at the forefront of this development in Nigeria and their activities over the years show clearly the social consciousness they have and would want to share with the rest of Nigerians. The essence being, to make the rest of the citizenry, become aware of key issues affecting and hindering national growth and development in Nigeria.

Playwrights are an integral part of the theatre and the theatre is a mirror of society and the theater in Nigeria has no doubt been involved in the task of mirroring the Nigerian and African societies to reveal what contains and what obtains. Nigeria which is the setting for this discourseis a vast society indeed. Presently, Nigeria is a nation made of thirty six states and a federal capital territory known as Abuja. The nation is made up of hundreds of ethnic groups and tribes, varying classes of people and a host of religions. There are a dozen variations in the cultural and traditional

practices sphere, myriad political inclinations and several other spheres which constitute the Nigerian society.

Standard assurance is a universal reality and all societies of the world aspire to incorporate it in all spheres of their society since it remains the ideal necessary for excellence in performance and delivery in society.   Standard and quality are therefore ideals which the human race pursues in the search for perfection and the benefits that come with it. Consequently, Nigeriajust like any other society seeks to and strives to attain perfection, standard and quality.

The constitution of the nation first spells out several ideals to guide the people and the citizens are expected to consciously strive to obey and follow the provisions of the Nigerian constitution. This is to ensure that the nation moves forward and develops holistically with all citizens taking and also giving back in a standard manner worthy of emulation.Structures such as religious institutions, traditional institutions, social/public facilities, amenities and general public services provided by the government are in place to enhance quality delivery and also experience. The citizens of the country who are the beneficiaries are expected to live worthy lives, serving the nation honorably and carrying out their day to day duties in their various places of assignment and endeavours with utmost decorum, a high sense of moral uprightness and discipline. This ideal has a bearing on quality assurance and standards in society.

Structures designed to provide necessary checks and balances are in place at all levels and angles of the society. These structures are key to the realization of quality and standards in the society and while some of the structures are put in place by the government and authorities, others are natural and designed by God. 'Principles', 'Regulations', 'Control', 'Maintenance', Checksand Balances', 'Management', 'Laws' 'Codes of Conduct', ' Discipline', 'Punishment', and so forth are all terminologies and efforts to watch over and ensure the sustainability of quality assurance in human endeavours in society.The importance of quality assurance in society therefore need not to be overemphasized since it is the cardinal pillar upon which survival for society is hinged. Once the quality assurance structures are removed or taken away from society, society will degenerate and crumble instantly.

It istherefore clear that quality assurance is necessary in our Media, the Arts, the Creative Industries, in Gender Mainstreaming, Recreational and Tourism Industry, Fashion and Style fields, Technical fields of society, Music and Entertainment Industry, Film and Cinemas, Teachings and Educational Institutions, Creative Writing/Playwriting and public administrative structures.

Quality Assurance and the State of the Nation

It is the patient that needs the doctor and the trouble with Nigeria according to Chinua Achebe of blessed memory now, "Is simply and squarely a failure of leadership" (1).This is true in the sense that it it the leader who steers the ship and charts the way for the rest of the citizens to follow. The leader leads and the people follow. In this respect, if there is an absence of quality assurance, the fault can be traced to the leadership.

Nigeria, in the wake of the 21st century, 53 years after independence, still needs a doctor in the area of her quality assurance. Several pertinent questions can be listed below as food for thought, bearing in mind the age of the nation-state and the fact that Nigeria has already come a long way. It must be quickly stated that the theatre has captured these areas as the plays written by Nigerian playwrights over the years have focused on most of the problematic issues of the nation in order to broker possible solutions. These plays have served and achieved the purpose of drawing attention to those issues addressed, for those who have an ear, meaning that a word is enough for the wise. Accordingly, these key questions are:

1. What quality assurance transcends the leadership of Nigeria?
2. What quality assurance is in the goods and services in Nigeria?
3. The media, which is so crucial and society depends on heavily, what quality assurance exist in the Nigeria media?
4. What genuine quality assurance permeates the state's public institutions and services?
5. To what extent does quality assurance and the sense of itaffect, influence and motivate people who constitute Nigeria?
6. What impact has quality assurance structures created, or not on Nigerians?
7. How many Nigerians value, uphold and celebrate quality assurance and are ready to fight to the death to defend quality assurance structures?
8. What is the nature of history that quality assurance as a concept in Nigeria has and what is the implication of this history in the present and for the future?
9. What sense of quality assurance pervades the present Nigerian psyche?
10. What heritage is in place or is being created for future generations of Nigerians, the children in schools now, in the area of quality assurance?

The state of the nation today, the years beyond 2010 is captured in the theatre and in the media. Generally, there are tools for assessing the state of a nation at any time. This tool kit is useful for determining the social temperature and health situation of the country. A simple listingof these tools will serve the purpose here and they include:

1. Landmarks and indices of the leadership
2. The temperament of the civil society
3. Efficiency and standards or roots of the judicial system.
4. Morality and moral standings of average citizens
5. Level of indiscipline
6. Quality of corruption across board
7. Employments and engagements or not, of the masses.
8. Quality of the education system
9. Leadership style from federal to grassroots level
10. National and international image of the nation
11. Quality of religious followership/adherence and spiritual currents across board.
12. Quality of human rights enforcements
13. Nature of investments (public and private)

14. Quality of economic policies of the leaders
15. Quality of patriotism and national consciousness
16. Standard of living of the masses
17. Class structure differentials and the gap distance
18. Quality checks and balances on bourgeoisie aesthetics in the nation.
19. Quality and nature of the laws in place in the society and the reality of their enforcement or not.
20. Quality of attention on cultural and traditional institutions and heritage in the nation.
21. Quality of attention on women, children, youths and the future reflected in relevant social structures
22. Quality of peace and security at all levels in the nation.
23. Quality of national attitude of the citizens of the nation
24. Quality of cooperation, unity and understanding among all citizen of the nation put together at particular given periods in time.

    A critical application of each of these tools listed above from Nigeria reveals a below average score and proof of this is to be obtained from national, official records and statistics and media sources transcending these 25 tools accordingly.(See these sources below)

    -'Nigeria' in Wikipedia, the free encyclopedia
    - Human Rights Watch Reports on Nigeria 1980-2011
    - Civil Society developments in Nigeria.
    - Civil Liberty Organization Reports of Nigeria.
    - Economic and Financial Crimes Commission Reports and cases (196-2012).
    - Women in Nigeria (WIN) Reports
    - Nigeria Labour Congress (NLC) Reports (1990-2010)

    The above is a brief and sample tabling of Platformsfor use in determining and appreciating the indices that are indicators of quality assurance in the entire fabric of the Nigeria nation state.

Social Consciousness in Nigeria

Nigerians are usually aware and fully conscious of happenings around them. This is evidenced by their reflections and actions in the direction of unfolding events. Reaction indicators reveal that social consciousness is not lacking in Nigeria beginning from historical times, as far back as the Aba Women Riots of 1929 (Microsoft Encarta, 2009).Social consciousness being the consciousness shared within a society, it is the general awareness of the problems in a social environment at a given time (Wikipedia encyclopedia).Generally, Nigerians are aware, that is, they are socially conscious of the fact that Nigeria as a country has shortcomings which underlie and undermine the importance of quality, quality assurance, standards and perfection which ideally should have been the case for a better Nigeria. These shortcomings are like little foxes that destroy a farmland quietly.

Nigerian playwrights as part and parcel of the Nigeria society have undoubtedly proved their awareness of these forces that undermine quality assurance

in Nigeria.(Awodiya,46) In the numerous plays written by these writers, the messages, thematic preoccupations and concerns, issues and problems addressed in these plays capture the realities in the country.Human consciousness in Nigeria is therefore mirrored through the instrumentality of drama both in the character's states of consciousness and the inferences these have on the society the message is meant for. Daniel Meyer Dinkgrate has stated that 'the Centre de Sociologie du Theatre in Brussels and the International Committee for Reception and Audience Research have conducted and published research in issues of consciousness, clearly their reports indicate that the theatre and its products succeed when it is received with an applause by the society. This is as a result of the theatre's ability to capture the very core of consciousness of the people (127). Clearly, the people see their very lives and concerns on stage as they are educated, informed, conscientized, corrected, informed and entertained.Efforts to put Nigeria on course have therefore been on for decades now and awareness about quality issues is no doubt at the core since it encompasses the following:

- Leadership
- Accountability
- Law enforcement
- Correct Administration and Management
- Sense of duty to nation/motherland
- Faithfulness and Patriotism.

Over the years, conflicts no doubt originated and spread across Nigeria over problems associated with the way and manner structures of society were being run by those in authority.Poor attitudes of the leaders, bad management of the State and corruption all lead to how quality of products, goods, services and lifestyles of the citizens turn out. The actions of leaders therefore have implications on the quality assurance of the society, who and what the leadership is, also determines the way the citizens do what they do, the way they do it, and the outcomes of their actions and daily endeavors.

The Corruption Enigma in Nigeria

Quality assurance cannot be possibly realized in a nation that is corrupt. Corruption is a worrisome cankerworm that eats deep into a nation's psyche and destroys a society. Nigeria's challenge with the corruption enigma dates back to the pre-colonial times as power tussles affected the empire societies of the time. (See the special list of records related to historical, anthropological and social studies among provincial administrations, and records groups, National Archives Kaduna).NnamdiAzikiwe in 1936 weighed this bad state of affairs, and also corruption that was affecting his immediate society and wrote the article titled "How Shall We educate the African?". This was to address the level of ignorance common among his kinsmen on the reality of quality assurance in all aspects of endeavors of Nigeria. (Azikiwe, 143-150 in NdunlueiIta, page 68).

Through the decades, the challenge of corruption as an issue in Nigeria seemed to be growing and playwrights no doubt tried their best to create, promote, heighten, increase and enhance social consciousness on the reality of corruption in

Nigeria. The plays of Hubert Ogunde way back in the 1940s attest to the fact that theatre was in use to address social ills including corruption. Indeed as E. Idegwu asserts:

> The theatre artist like other artists, is a product of social life, thinks, suffers, endures, regrets, rejoices, mourns, and despairs. His thoughts may be of infinite complexities and delicacies, his psychic experience may be turned this way or that. He as a matter of creative calling systematizes or synthesizes these feelings and expresses them in artistic form (14).

Ogunde's play such as *WorstThan Crime*(1945) addressed the evil and corruption associated with the Trans Atlantic Slave Trade. No wonder the slave trade was abolished.EneHenshaw's*A Man of Character,Dinner for Promotion,*and *Jewel of the Shrine* expose society and though comical, the plays were educative enough in addressing corruption tendencies of people in the society.Wole Soyinka in his contribution has written plays that depict realities in the society. His *A Dance of the Forest* reveals how the Nigerian independence of 1960 would not be the ultimate solution to Nigeria's problems since the need to do a rethink and stand up to the challenge to build a real society devoid of falsehood and hypocrisy.Indeed from the 1970s, a new wave of dramatic writing became prominent in Nigeria with the emergence of a radical theatre poetics which is hinged on the concept of Marxism and fashioned to address critical challenges in the country especially those that affected the masses. Playwright from this time especially OluObafemi. Femi Osofisan, Bode Sowande, KoleOmotoso and others were at the forefront of this development as they confronted social issues on a more philosophical and idealistic stance.(See also Gbilekaa, 172-200)

Plays such as Femi Osofisan's*Once Upon Four Robbers,No More The Wasted Breed*, OluObafemi*Suicide Syndrome, Scape Goats and Sacred Cows*, Julie Okoh's*Who can Fight the god?*, *In The Fullness Of Time*, Tor Iorapuu's*April 24,* IorwueseHagher's. *The Professor And The Cathedral, Anti-People*, and so on. The playwrights raise social consciousness on the unpleasantness in the Nigerian society. Each play says clearly that with the state of affairs in the country, meaningful development and progress cannot be possibly realized.

Conclusion

Quality assurance is a serious matter of interest in every society since it goes a long way in determining the quality of life the citizens live in a particular society in question. Nigeria's development and progress is being hindered some of the obstacles to quality assurance in Nigeria such as corruption, buck-passing, abuse of office, religious bigotry, secret societies and cultic ideas against societal norms, indiscipline; tribalism and ethnicity. Amongst these obstacles, corruption, described as a cankerworm that has eaten deep into the heart of the nation is the most perilous.

It is therefore recommended that leaderships at all levels of the society should intensify efforts at stamping out corruption from Nigeria. It is true that this will be a herculean task but it is better to try. Again, social consciousness should be increased

through deliberate State funded projects designed to promote social consciousness and to enhance understanding of what quality assurance is. It is important that every citizen should be encouraged to fight for quality, facilitate quality and help the State to entrench quality assurance structures in place in Nigeria for the overall good and development of the nation.

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News as Culture: A Critical Analysis of Race Constructions in the U.S. News Media

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Introduction

NBC television network in the United States of America runs a series of programs on police racial profiling called "Dateline NBC." In a number of these programs, it alleged that blacks in the United States were twice much more than whites suspected of traffic violation by law enforcement agents acting, supposedly, on myths and stereotypes of blacks as lawless and violent. In one instance, NBC spent 14 months investigating a story in the city of Cincinnati (OH), where police had killed eighteen black individuals over a period of nine years, including a 19-year old, Timothy Thomas in 2001.

Generally, these NBC reports have done a good job of highlighting the important issue of social inequality in the American society. But a close analysis of U.S. news media reports shows them performing a double-duty by portraying blacks as both victims and outlaws. Two incidents in the documentary on Timothy Thomas on April 9, 2004, for instance, detailed the chronology of blacks as lawless and criminal. One being the representation of Timothy Thomas, who was gunned down by the police as having 14 warrants earlier; and the second case being the representation of another black man who came into the Cincinnati police headquarters to complain of unfair treatment by the police as having being twice convicted. The double-face of the U.S. news media representations of blacks raise the question of the construction of race in the U.S. news media and they provide the context for this study to critically examine whether race constructions in the U.S. media reinforce or challenge ideologies that promote racial inequalities and profiling.

The study is built on the theoretical position that news texts are sites of social and ideological struggle and, like all products of media culture, "not innocent, but are thoroughly ideological artifacts bound up with political rhetoric, struggles, agendas and policies" (Kellner, 1995, p. 93), and must be read politically. Reading media texts politically helps in the discernment of how the texts embody and advance certain political and ideological positions. For the political reading of media texts involves

> not only reading media cult ure in a socio-political and economic
> context, but (also) seeing how the internal constituents of its texts
> either encode relations of power and domination, serving to advance
> the interests of dominant groups at the expense of others, or oppose

hegemonic ideologies, institutions, and practices or contain contradictory mixture of forms that promote domination and resistance (Kellner, 1995, p. 56).

This study will critically explore how race is constructed in the U.S. news media and investigate if such constructs reinforce or challenge ideologies that promote and justify racism in the American society. The American society has experienced a long history of racial tensions as well as great progress towards racial equality and integration but racial issues remain problematic and need close scrutiny and study. The task I have undertaken in this study to analyze news texts for racial constructions and the ideologies they serve is one way of checking the progress being made towards racial integration and equality in the American society.

To carry out this study the following questions will provide a guide: How is race constructed in U.S. news media stories? Are myths of race naturalized and normalized in news as theories of news and racist ideology contend? And what are the political and social implications of the presence of racist ideologies in news stories?

The next section will review the concepts of news and race alongside literature review of race and news media. This will be followed by a conceptual framework of critical race theory, which will guide the exploration of the research questions raised above. The framework will be followed by an exemplification in a mini case analysis of the news coverage of police brutality against a black youth in the summer of 2002 in Inglewood, California. The Inglewood case at a first glance was not different from previous cases involving white police brutality against blacks, but it was unique given that in previous cases involving white police and blacks the victims were black adults. This was one of the very few cases that the victim was a black youth of about 16 years of age; and this explains why it was selected for the analysis in the hope that its coverage might be different from the coverage of other previous cases.

Literature Review: Race and the News Media

Understanding the concepts of news and race is important in understanding how race is constructed in the news. There are various perspectives about what is news (Epstein, 1973; Fishman, 1980; Gans, 1979; Tuchman, 1978), but in this study news is defined as "a social and cultural product" (Fowler, 1991), which involves "the sorting and selecting of events and topics according to a socially constructed set of categories" (Hall 1978, p. 53). Race is the categorization of people based on physical traits. This categorization, in the ideological sense, is carried out by the dominant culture and it creates meanings and assumptions about people that stigmatize them and serve the interests of the dominant culture. An analysis of the definitions of news and race shows that both are social constructs as their classification is not natural but is based on social conventions. Also both are ideological as the social conventions that define both are set in place by the dominant culture or group. Race as a social construct and a category of one of society's dominant discourses, thus, gets into news through the framework of news as culturally constructed and reflective of the values and shared social meanings of the society in which it is produced.

This means that the ideologies of race get constructed in the news as part of society's dominant narratives, in which journalists as members of the society are immersed. Journalists as public intellectuals unconsciously evoke ideological interpretations of events during the act of observing and reporting the news (Gramsci, 1971). Lule (2001) demonstrates this point vividly in his discussion of the seven master myths in the media arguing that news most often tells stories that support and sustain the current state of things. In his analysis of the "the rape of Mike Tyson" he found that Tyson was represented in the dominant racist myths and stereotypes about blacks to justify the racist ideology of blacks as violent and uncultured. He concludes that "if a society is founded upon inequality, that society's dominant myths "explain" and support such inequality" (p. 145). According to Lule racial tensions in the U.S. between blacks and the whites are often symbolically explained by the dominant society through discourses that "justify and explain these racial tensions" (p. 145).

Cognitive psychology further offers some useful insight into why and how racist ideologies get constructed in news. Cognitive psychology explains that "people process and store information through the use of categories, or schemas" (Lule, 2001, pp. 143-144). Schemas are "chunk(s) of unconscious knowledge, shared within a group of people and drawn upon in the process of making sense of the world" (Fowler, 1991, p. 43). Thus journalists born and raised in society depend on the schemas of the society to make meaning of events. For instance, Lule (2001) argues, "the U.S. social, cultural, and political matrix, which has produced generations of racial conflict and generations of a dominant white group categorizing and stigmatizing African Americans" (Lule, 2001, p. 144) will produce journalists who think and report news in these terms. The cultural influence on the construction of news stories is demonstrated in the analysis of the case of Charles Stuart by Berkowitz (1997). Stuart, a white male, shot and killed his pregnant wife in Boston but claimed the wife was shot by a black stranger. The truth was eventually revealed by Stuart's brother, but initially his story was plausible. In analyzing the Stuart story Berkowitz argues that ideological reification made the story easily believable. Berkowitz quotes a comment on the case made by Richard Cohen, a journalist with the *Washington Post* to buttress his point:

> Credit Charles Stuart with something. He knew his country. When he wanted to frame someone for his wife's murder, he chose a whole category – young black men. We all – blacks and whites – believed his story until the lie was exposed (cited in Berkowitz, 1997, p. 499).

Lippmann (1922) made a similar observation that "in the buzzing confusion of the outer world we pick out what our culture has already defined for us, and we tend to perceive that which we have picked out in the form stereotyped for us by our culture" (p. 81). For Lippmann culture and society influence journalists' perception and selection of news. This view is also held by Lule (2001) who argues from the ideological point of view that, "news stories are formed before they are gathered" (p. 144), adding that journalists, like many in the United States, who have been shaped by "a society that stereotypes and discriminates" (pp. 144, 146) will produce news that reflects this ideology. The constructionist approach to news, which defines it as a cultural product and argues that news workers rely on "schematic structures and cognitive processes" (Smitherman-Donaldson and van Dijk, 1988) in the news production process, thus, explains why and how racist ideologies get into the news.

And it will be theoretically plausible to conclude this section with the words of Stuart Hall on racist ideologies in the news. Hall (2001) posits that if the media function in a systematically racist manner, it is not because they are run and organized exclusively by active racists. Rather, Hall (2001) argues,

> what defines how the media function is the result of a set of complex, often contradictory, social relations; not the personal inclinations of its members. What is significant is not that they produce a racist ideology, from some single-minded and unified conception of the world, but that they are so powerfully constrained –'spoken by' – a particular set of ideological discourses (p. 281).

In other words, the news media only reproduces racist ideologies which have become naturalized by the dominant social group.

A conceptual treatment of how and why the ideologies of race are constructed in the news in this section leads us to the next section, which looks more specifically at how blacks are defined by racist ideologies in the U.S. news media.

Racist Ideologies of Blacks in the U.S. News

Critical race theory presents racist ideologies as ideas that stigmatize and predict human behavior based on race. And cultural studies locates the media as powerful sources of ideas about race, because the media "help to classify out the world in terms of the categories of race" (Hall, 2001, p. 273). Hall distinguishes between "overt racism" and "inferential racism" (p. 273), and his description of each shows that the racist representation of blacks in the media is inferential. Inferential racism refers to

> apparently naturalized representations of events and situations relating to race, whether 'factual' or 'artificial', which have racist premises and propositions inscribed in them as a set of unquestioned assumptions. These representations enable racist statements to be formulated without ever bringing into awareness the racist predicates on which the statements are grounded (Hall, 2001, p. 273).

Inferential racism, as pointed out by Hall (2001), is more widespread and insidious, because "it is largely *invisible* even to those who formulate the world in its terms" (p. 274).

The idea of modern racism is closely related to the ideological function of stereotypes and myths in news, as both stereotypes and myths, which advance certain ways of understanding and interpreting society and events are key aspects of modern racism. According to Lule (2001) "modern racism offers the ideological function of explaining the black life in the post-civil-rights era" (p. 142). Modern racism

> cluster(s) blacks into a limited number of categories with negative characteristics. Blacks are then understood and talked about only in terms of these stereotypes. The stereotypes give expression to beliefs and help confirm and perpetuate those beliefs (Lule, 2001, p. 126).

Entman (1990) argues that news portrayals of blacks supports modern racism "by casting them out of acceptable behavior and blaming them for the injustice they

receive from society, even though majority of black people are not criminals" (cited in Lule, 2001, p. 127).

Analyzing the racist representation of Africans in colonial literature as "savages," Hall (2001) explains that "these particular versions may have faded but many of the modern and up-dated images are often still constructed on a very ancient grammar" (p. 277). According to Hall (2001),

> blacks are still the most frightening, cunning and glamorous crooks. They are the fleet-footed, crazy-talking under-men who connect Starsky and Hutch to drug-saturated ghetto…Primitivism, savagery, guile and unreliability – all 'just below the surface' – can still be identified in the faces of black political leaders around the world, cunningly plotting the overthrow of 'civilization' (Hall, 2001, p. 277).

In his analysis of the media coverage of the rape trial of Mike Tyson, Lule (2001) elaborates on the theme of modern racism (Hall calls it inferential racism) by showing how racist ideologies played a big part in the representation of Tyson. The image of Tyson in the media, he argues, was that of "a half-animal, half-human;" a portrayal Lule interprets as semblance to "the days of slavery" (p. 123). According to Lule, "the stories "explained" Tyson with a common stereotype: He was just another black animal" (p. 130). Lule (2001) argues against the objectivity logic of defending the press coverage of Tyson that "facts do not explain everything" (p. 124). A statement which means that facts operate within cultural lines and carry ideological meanings with them.

The general point from the discussion of racist construction of blacks in the news in this section is that the image of blacks in the news is clustered around the myth and stereotype of blacks as outlaws and violent. These images, as this section has shown, have been historically constructed. They are reinforced by myths and stereotypes, which produce racist ideologies that predict and explain the behavior of blacks based on previous categorizations of blacks by dominant social forces. These images will be useful in the next section, which analyzes the textual representation of a 16 year-old black boy handcuffed and beaten by a group of police officers of Inglewood (CA) Police Department in July 2002. The next section will discuss the methodology for the study and it will be followed by the analysis.

Method

On July 6th 2002 about 5.00pm (PST) a tourist captured on video a group of police officers beating a handcuffed 16 year-old black boy, Donovan Jackson, in Inglewood, California. It was not uncommon to see police officers beating a black person. What was strange was that he was just a youth and was already handcuffed and did not pose any danger to the police. The news of the police encounter with Donovan Jackson made the headlines across the U.S. two days after. In this study, I have analyzed the stories of the initial coverage of the incident in its immediate locality looking at news sources from California, the state where this happened. A search on Lexis-Nexis showed that the first two stories on the case appeared on the 8th July in two news outlets: Associated Press wire service and City News Service, Inc. The following day, 9th July, the story on the Jackson case by Associated Press was

reported in *Alameda Times-Star* (CA), *The Daily Review of Hayward*, California, and *The Oakland Tribune*, (CA). This study has analyzed the stories in these very first two days of reporting on the case to investigate how Donovan Jackson, the black boy beaten by the police was portrayed and how his beating by the police was explained in the news. I focused on the very first two days because of my interest in analyzing only the immediate news reports of the event before analysis and interpretations started pouring in. This was to enable me establish if the racist ideologies about blacks as lawless and violent were reinforced or challenged in the direct reports of the event.

To conduct the analysis I employed two interrelated analytic and interpretive methods: ideological analysis and critical linguistics. Ideological analysis aims at understanding how "cultural text specifically embodies and enacts particular ranges of values, beliefs, and ideas" (White 1987, p. 163). Kellner (1995) defines ideology broadly as "theories, ideas, texts, and representations that legitimate interests of ruling gender and race, as well as class powers," and he describes the function of ideological analysis as "discerning a range of forms of oppression of people of different races, ethnicities, gender, and sexual preference and tracing the ways that ideological cultural forms and discourses perpetuate oppression" (p. 58). Critical linguistics is a method of ideological analysis, which "by studying the minute details of linguistic structure in the light of the social and historical situation of the text, display(s) to consciousness the patterns of belief and value which are encoded in the language – and which are below the threshold of notice for anyone who accepts the discourse as 'natural'" (Fowler, 1991, p. 67). In addition to analyzing the ideological constructs in minute details of the language structure, I also employed Lule's (2001) strategy of observing the chronologies of the story.

Chronologies are highlights of events. Chronologies are often used in news to push for ideological positions. Lule (2001) demonstrates how the inclusion of chronologies in the news reports of Tyson's rape trial detailed his past problems with the law as a way of emphasizing and stereotyping his violent nature (p. 132). Such "biographies," as Lule calls them, sometimes have nothing to do with the present situation except to amplify an ideological position. In Tyson's case the chronology included dates he was given speeding tickets and details of his legal troubles. And in this way the chronologies served to naturalize his behavior as normal.

Analysis: Blaming the Victim, Donovan Jackson

In the stories of the police beating of Donovan Jackson two major themes emerged, which will be discussed in this section. The victim was blamed for provoking the police by his violent conduct to beat him up. And second, chronology was used to detail Jackson and his dad as lawless.

The stories quote liberally Inglewood police, with no attempt at getting the other side of the story from the victim, thereby privileging the Inglewood police, which used the privilege to turn the evidence against Jackson, the victim. Inferring to the statement made by police spokesperson, the stories emphasized the "physical altercation" that took place between the police and Jackson, prior to what was captured on the video, "in which the officer suffered several lacerations." The emphasis on the boy's physical engagement with four police men in this case served to justify his beating as the stories again quoted the police officer that "it is acceptable

for officers to use force after a suspect has been handcuffed." This was to right the wrong committed against Jackson by presenting him as the cause of his beating by the police, thereby blaming the victim.

The representation of Jackson in the stories as engaging in "physical altercation" with the police reproduced and reinforced the racist ideology that blacks are violent. The extent of the black boy's violence was demonstrated by emphasis in the stories that he over powered four police officers and infringed "a cut above the officer's eye." The violence of the police against the young man is not the focus of the stories as one gets a feeling of the police violence only through the lens of the tourist who video-taped the scene. The stories' emphasis on the violence of the youth neutralized the extent of the crime committed by police against him and blamed the victim for the fate he suffered.

Chronology was also used in the stories to detail Jackson and his dad as lawless. Although chronology may be applied to many other cases of crime reporting, in Jackson's case, it was racist employing Eco's (1990) framework that although many interpretations of any text are possible, "all interpretations are contextually bound" (cited in Meyers, 1997, p. 446). The stories' similar chronologies of their lawless behavior can be interpreted as a product of cultural consensus. First, the police encountered Jackson and he refused to take orders but rather engaged in combative effort with the police. This is followed by the assertion that his dad was a traffic offender and was unlawfully driving with "a suspended license." These chronologies served to establish that Jackson and his dad were not victims of chance, but perpetually lawless; and it also served to justify why Jackson would be violent to cover their lawless behavior. In this way the violent crime by police against Jackson is absolved or made to look lighter by these chronologies. It also served to reinforce the ideology that blacks are lawless and violent savages who are the cause of their problems.

Discussion

One way of discussing the coverage of the Jackson story may be to ask, what makes stories such as Jackson's appear natural and believable? And I think this question can be answered from the point of view of the role of ideology in news. Operating at the level of the ordinary ideology makes stories appear normal, natural and believable and as representing "the reality," even when they represent only some portion of reality that is ideologically charged. As we find in literature, "the ideological character of news has the role of disseminating and buttressing ideological beliefs and legitimizing these ideological beliefs through longstanding myths, stereotypes and reification" ((Shelby, 2003, pp. 157, 177).

To fit the frame of blacks as lawless and violent it was more natural and believable to portray Donovan Jackson in the news within the racist ideological premise of a black youth with "the inherent tendency toward violence" (Shelby, 2003, p. 176), than to challenge this racist ideology. Donovan Jackson's case, though not of the same magnitude as the case of the black man Charles Stuart claimed killed his wife in Boston earlier discussed in the theory section, in terms of representation, it can be viewed from the same ideological position. In the Stuart's case until his brother made the revelation that Stuart killed his wife, the story that a black stranger

killed the wife was fitting. In Donovan Jackson's case, though his beating by the police was caught on tape his representation in the news as the aggressor is evidence of the influence of dominant ideology on news representation of issues. Journalists reporting the story unconsciously evoked fitting racist ideologies to interpret the situation.

The demonstration of the strength of Donovan Jackson in the news stories as over powering four police officers, while handcuffed, and inflicting an injury on one, was a racist construction to reinforce the violent nature and savagery of blacks as most frightening, which both Hall (2001) and Lule (2001) explain are the main categorizations of blacks in the media. Such representation explained Donovan Jackson with a common stereotype as just another black criminal. This served to cast Jackson out of acceptable behavior, blame him for his ordeal and excuse the brutality of the police against him. The chronologies of Jackson's and his dad's previous problems with the law reinforced the ideology of blacks as lawless. The political and social implications for such coverage are enormous and discussed here.

One implication of these ideologies is that they "are menacing forces that are capable of having an enormous impact on social relations and the prospect for progressive social change" (Shelby, 2003, p. 155). The ideological construction of blacks in the U.S. news media as lawless and violent, for instance, provides a framework for "explaining" why there are teeming numbers of blacks in the U.S. prisons and the poor state and conditions of blacks in the American society. Racist ideologies "legitimize and organize social beliefs; they provide a way of understanding that can be passed on to the larger public" (Lule, p. 143); and legitimize "public acceptability of racism" (Hall, 2001, p. 274).

Another implication of racist ideologies in news media is the part they play in "establishing or reinforcing relations of oppression, such as political disenfranchisement and marginalization, social repression and exclusion" (Shelby, 2003, p. 173). In his discussion of ideology and racism, Shelby (2003) discusses extensively the oppressive and social functions of racist ideologies. Shelby (2003) argues that racial profiling, which uses the category of "race" to target suspects of violent offences is a direct implication of widespread racist ideologies: "The practice of targeting "blacks" for increased surveillance is partly constituted by racist ideology, as "race" itself is not simply a social construct, but an ideological one" (p. 176).

Shelby (2003) provides a good summation of the implications of racist ideology. Shelby (2003) contends that today explicit racist claims are not socially tolerated, but

> racist assumptions continue to be part of the unspoken "background knowledge" of everyday life; thus, the statistical data of black crime rates, especially when exaggerated and sensationalized through the media as they typically are, are thereby given the appearance of being self-explanatory – just what we suspected all along (p. 176).

Racist ideologies promote racial profiling and are "means of social control, which adds to the burden that blacks, as a racialized group, must carry in a society that is already hostile to their presence" (Shelby, 2003, p. 176).

Smitherman-Donaldson and Van Dijk (1988) describe racist ideology in news as a language of oppression. According to these scholars, racist ideologies in news "help shape the prejudices underlying discriminatory acts, such as decisions not to hire minorities, not to rent housing to them, and not to treat them with respect generally" (p. 11). Smitherman-Donaldson and Van Dijk (1988) agree that news texts about minorities may not deliberately try to produce harmful consequences, but they do. They argue that "racist talk in news creates a more insidious brand of racism, which has implications for social and public policies toward minorities" (p. 13). New immigration laws in many western countries to prevent the entry of Third World minorities, they conclude, is a direct implication of racist ideologies, which represent them as a threat to Western society.

On the level of social and racial relations racist ideology promotes intolerance. The minority groups stigmatized by myths and stereotypes remain seen in the narrow category in which the stigma places them. In the U.S. society, as the case of widespread racial profiling by law enforcement agents has indicated (NBC Dateline: A Pattern of suspicion, April 9 2004), blacks remain suspects and are associated with crimes even though majority of blacks, as pointed out by Entman (1990), are not criminals. This makes it difficult for social integration between blacks and other races in the United States who are easily influenced by the racist ideology that blacks are dangerous as neighbors and a threat to the wellbeing of society.

Conclusion

In conclusion, although the reproduction of racist ideologies in the news media has social and political implications, racist ideologies are not invented by the news media. Journalists, after all, share the dominant ideology of their social and cultural group; and

> since news is a cultural product the media do not passively report the facts, nor do they simply reflect the ethnocentric consensus; they help construct and reproduce it. They magnify the attitudes of the powerful few, and reinterpret and transmit this ideology to the powerless (Smitherman-Donaldson and Van Dijk, 1988, pp. 21-22).

The struggle against ideologies of race must therefore target changing social orientations about racial differences, which influence journalists unconsciously in the way they frame news stories.

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Regulation and Online Journalism: A Critical Perspective

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Abstract
Regulating online journalism in Nigeria, and the world in general, has proven to be a dilemma among media professionals and scholars. As the old media converge with the new in sophisticated and unpredictable forms, issues bothering on ethics and law are losing relevance to a large extent when applied to online situations. This study establishes that online journalism has led to the increased complaints on infringements of all sorts from citizen journalists, social networks and bloggers in Nigeria, and world over. The study, under Information Society and Social Responsibility theories, argues that regulatory mechanism are needed in online media platforms despite the general assertion that online platforms are democratic spaces for users to freely express their views. The work also recommends training of citizen journalists and self-regulation as key to creating objective platform for online journalism to thrive.

Keywords: *Online Journalism, Ethics, Regulation, Citizen Journalism, Mainstream Journalism.*

Introduction
The emergence of online media platforms have, in many ways, changed the scope of journalism practice the world over. Unlike the traditional media forms of radio, television and newspapers, the internet has transformed the idea of who becomes the source of a message. Within the last decade, the world has witnessed an enormous increase in user-generated content, where spectators and audience have become producers and disseminators of information. Since not all internet publishers are journalists, professional journalists and media organisation have inadvertently and emphatically lost their monopoly as gatekeepers (Werker, Valcke, Paulssen, Geens and Vandenbrande, 2008).

Scholars have argued that the immediacy brought by the online environment describes the reason for the romance between mainstream journalism and online journalism. The new media is colliding to transform the old in an unprecedented manner (Jenkin, 2006). As beautiful as this relationship might be, the enormous challenges it brings leaves much to be desired. Osborn (2001:2) outlines the

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challenges and issues bothering online journalism to be "matters of anonymity, identity, access to information, and protection of intellectual property."

Several ethical question have accompanies the rise of online journalism as an alternative source for news. Abu-Fadil (2005:2) captures the picture when he made reference to blogging in the Arab world.

> The proliferation of blogs(weblogs) in the Arab world has added to the choices of news consumers by turning some into new producers. But can anyone with the technical know-how be classified a journalist? Are we so overwhelmed by gadgetry and high-speed access as to have lost sight of solid content, context, balance, fairness and ethics?

Mainstream journalism, for decades, has been guided by a stream of ethical codes of conduct that ensure that news agencies take responsibility for their reportage especially in this age of increasing distrust by audience members. Whereas the ethical codes form the bases for measuring journalistic principles such as accuracy, balance, fairness, and openness, it remains to be seen if online media, especially citizen journalism and bloggers will accept and abide by such ethical codes (Dugan, 2008). Over the years, media laws have emerged to guide and checkmate the excesses of mainstream journalism. These laws include the law of defamation, copyright law, law of privacy and intellectual property. The observation among scholars is that laws such as these are expected to apply to online media also.

Dominick (2002:455) explains that the proliferation of information on the internet raises "some special problems for lawmakers." His argument is premised on the platform of the rapid transition of journalism practice – that as journalism is undergoing a transformation in both content and form, there is the need to review the basic laws of the profession to conform to current practices. The free and unhindered flow of information on the internet is indeed a major concern and threat to journalism practices, hence the need for regulatory mechanisms to regulate the contents – what finally comes to the consumer. Peters (2012:4) quoted Katrina Dharmasaputral, editor-in-chief and founder of vivanews.com in Indonesia as saying "there are some problems with internet journalism. It is dominated by a focus on speed, sometimes at the expense of accuracy, there is very little in-depth reporting and no investigative journalism in Indonesia online media. And that online news are less serious than those in the newspapers and that therefore ethical standards can be lowered."

The complex nature of the internet is making regulation a lot more difficult. The basic problem is who to be held responsible in cases of defamation or copyright when messages go across multiple platforms (Jenkins, 2006; Harcup, 2009). However, countries such as the United States of America (USA) and Indonesia have risen to the challenges of regulating internet content or online journalism. In 1996, the Communication Decency Act (CDA) was incorporated into the Telecommunications Act to protect children from indecency and pornography on the internet (Dominick, 2002). Indonesian government in 2011 also developed firewalls for more than 2000 internet cafes to protect children from harm, while in 2010, a hospital in Jakarta sued a woman (PritraMulyasari) of defamation when she emailed her friends regarding the bad services she received in the hospital. One of the friends posted the email on a blog and it became a hot issue. Although with several interventions, the case was

dropped, it goes further to prove the dilemma of who to sue in defamation and copyright cases online (Peters, 2012).

Current trends in media law and ethics suggest an advocacy for change and amendments regarding journalism practice on the side of governments, professional bodies and the media organisations. Regulation on the internet is a conscious desire to balance between the rights of expression and the right of society to be protected against indecency. "We want to get the balance right. We don't want to restrict speech but we want to find a way to set certain standards of quality for online media and for those bloggers who want to be seen as journalist" (Peter, 2012:6, citing BambangHarymurtiof the Indonesian Press Council).

In Nigeria however, it remains to see how government and the bodies responsible for journalism practices (NUJ, NPC, and NBC) are responding to the changes accompanying this transformation (Olajide, Benjamin and Ogundeji, 2012)

Online Journalism – A Conceptual Analysis

Journalism as a concept is increasingly becoming very difficult to define due to contemporary developments such as the new media, especially the internet which has revolutionized and redefined the scope and practice of journalism all over the world (Adaja, 2012). In what serves as a vivid description of online journalism, Pryor, cited in Allan and Matheson (2004:76) says it is characterised by "more sophisticated owners and better-trained staffs, end-users not depending on traditional news organisation for the daily global report, proliferating mobile platforms and new software that enables powerful forms of publishing, such as wireless push and immersive technologies"

Online journalism is the relationship between traditional journalism and the media but with more freedom and space for users or the audience to also generate content. Heinrich (2008:2) further describe the new trend thus;

> In fact, a multiple platform structure or journalism taking shape in which boundaries between traditional media outlets of print, radio, and television and between national and 'foreign' journalism are blurring and merging online. Information spheres begin to merge and influence each other. Bloggers, so-called user-generated content providers, citizen journalist or media activists have entered the global sphere of information exchange and have become a vital part of the news exchange chain.

A new level of connectivity is emerging that demarcates the end of a 'closed journalism sphere in which a very small number of 'gatekeepers' secured journalism as 'broadcasting to the masses.'

From Heinrich's assertion above, three actors are key to the development and activities of online journalism – Bloggers, Citizen Journalists and the mainstream media who have converged to utilize the internet platform. The interplay of these three has opened up the practice of journalism on the "online" platform. More citizen-based expressions are made as blogging and other social media have equally helped to create an interlocking dialogue between professionals and citizens(Reese, 2010).

Certain scholars, driven by technological determinism, had predicted the end of mainstream journalism when, in the 1990s, the internet's dominance was gaining grounds. However, media optimists foresaw a situation that indicated a

transformation and asserted that mainstream media will co-exist with the internet, hence the birth of the concept 'online journalism.

In Nigeria, there are over 40 newspapers online, with several blog pages of individuals and organisation. Omeh (2013) indicates that currently Nigeria, blog pages are dominated by news curators which, to him, is an act of mediocrity. He went ahead to list 100 top blog pages with *Linda IkejiBlog*, *VanguardNGR.com* and *Punchng.com* as first, second and third respectively while *spreadmediang.com*, *oneNigerianboy.com* and *Fab.me* as the last three.These media outlets and more contribute to make online media experiences in Nigeria worthwhile and complicated at the same time.

Theoretical Framework

Two communication theories were used in this study, namely; Information Society theory and Social Responsibility theory.

The Information Society theory thrives on the tenet that information production and flow accelerates due to society's increasing interconnectivity. The theory further postulates that as society increasingly becomes thirsty for information, time and space for acquiring such information reduces (McQuails, 2010). The typical characteristic of online journalism is that it is driven by society's desire to be informed, and the more society yearns for information, the more proliferation of blogs and social media use.

Allan and Matheson (2004) argue that Information society is what Castells (2000) calls 'Network Society'. Describing it further they agree that citizen journalism is a product of the society's desire for more information in faster and detailed forms in which the internet has served a greater course. McQuails points out that the term Information Society originated from Japan in the 1960s but its genealogy is traced to the concept of 'post-industrial society' proposed by sociologist called Daniel Bell in 1973.

Social responsibility theory, according to Baran and Davis (2012:212) is "a normative theory that substitutes media industry and public responsibility for total media freedom on the one hand and for external control on the other." Advocates of regulation in regards to media activities have favoured the social responsibility theory because it deals with conscience and one's moral duty for the good of society. This theory emerged when libertarianism was beginning to be questioned; when the ideals of excessive freedom for the press were put under scrutiny. Similarly, as the libertarian philosophy greets the era of online journalism, social responsibility is expected of every journalist, professional or not.

McQuail (2010:170) posits that a socially responsible press "should provide a full, truthful, comprehensive and intelligent account of the day's events in a context which gives them meaning." This theory was initially for mainstream media, but with the growing and evolving nature of the media, its application extends to all forms of online journalism – blogging, citizen journalism and to a large extent social network.

Online Media – A Democratic Space

In the United States, there are over 196 million internet users, while more than 70 million individuals visit a newspaper website and spend 2.7 billion minutes on 3.5 billion pages views. InSub-Saharan African, where internet access is

increasing, people are accessing the internet via cell/mobile phones rather than the cybercafe's which prevailed in the not-distant-past. In countries like Uganda, Kenya, Nigeria, Tanzania and Zimbabwe, a significant share of the population is now online (Baran and Davis, 2012; Mutsvairo, Columbus and Leijendekker, 2012).

As internet use increases, Baran and Davis (2012:122) explain in respect to the democracy of space thus;

> There are, however, millions of other 'news' sites, blogs – regularly updated online journals, many offering news and commentary as well as links to related or supporting information on the Web.Search engine Technorati has indexed more than 130 million blogs worldwide, 1.5 million of which are updated at least weekly...many more are 'citizen publishers,' 'stand-alone journalists,' and 'networks of dedicated amateurs' who do meaningful journalism. Freedom of the press now belongs not just to those who own printing presses, but also to those who use cell phones, video cameras, blogging software, and other technology to deliver news and views to the world... But are these newly empowered citizens actually journalists? They are 'merely cheeto-eating people in the basement working in their underwear.'

Freedom of speech is finding expressing with the emergence of new technologies. Citizen journalists, bloggers and individual online users have sought, witnessed and reported stories the mainstream media might be afraid to tell. The free space available permits a redistribution of relationships, creation of new communities, and the "growth of new subnational, supernational, and transnational spaces." (Reese, 2010:350). Mainstream media has been known to be capital intensive as the purchase of time and space is preserved within the reach of technocrats and the rich. Online media has, however, broken the monopoly of commercialisation and made space to be much more liberal than what obtains in traditional media.

Today, users are exposed to sites and blog pages where they could make news or contribute to news items instantly.The online media, on the otherhand, is an "open sever of untreated, unfiltered information, left, right, center, up, down..." (Friedman cited in Baran and Davis, 2012:122). These information flow from multiple sources and are networked from one person to the other. When a user receives information, regardless of the source or credibility of the message, he/she shares with colleagues and friends. This basic networking of information makes defamation and copyright cases very difficult to prove on the internet. Indeed, the democratic space afforded by the internet has made it difficult for an adequate regulatory mechanism to be put in place. The idea of who to sue in cases where messages are transmitted across multiple platforms is one challenge faced by lawmakers in this age of media technology. A typical case study is the popularized *Ogaat the top* scenario, where channels television cannot be sued for defamation since the video clip transcends *Channels* Television to other media platforms.

Ethical Issues in Online Journalism

Dugan (2008) maintains that citizen journalism is becoming more prominent and integrated into mainstream media. This has raised criticism among media

scholars; what are now considered minor ethical breaches could become far more pronounced. By implication, it is observed by media scholars that the activities of online journalism have increased the amount of ethical breaches due mainly to the fact that participators are untrained and inexperienced.

A review of the number of complaints received by the press council in Indonesia between 2003 and 2009 shows a steady increase each year; where in 2003, 101 cases were reported while in 2009, 442 cases were reported. Critics argue that the rise in ethical issues is an indication of a decline in ethical standards and the rise of online media; yet, others believe it is due to increasedawareness of the public. Major complaints range from biased coverage to invasion of privacy, indecency, racism and insult (Peters, 2012).

Similarly, in a survey carried out by Chari (2013) in Zimbabwe, the internet has been seen as a major factor for the increase in unethical practices such as plagiarism, use of anonymous sources, gossip, hate speech, dissemination and consumption of pornography, sensationalism, invasion of privacy, falsehood and manipulation of photography. Mutsvairo et al (2012) corroborates Chari's view when they gave an instance of Citizen Journalism use in Kenya.

> Indeed, during the aftermath of Kenya's 2007 election, the tools and practices of citizen journalist were utilised both to incite violence and to document it..... Citizen journalism, while at times providing critical information, by spreading untruths may be fuelling 'panic and disorder' (sic).

Citizen journalism as a platform of online media, has transformed news and information in general, yet, its weakness is seen basically from the perspective of prevailing ethical issues as mentioned above. Granted, that mainstream media also face critical ethical issues, online media channels are more pervasive.

In the wake of the June 2009 Iranian election protest, BBC tried to assess how to integrate user-generated content into their coverage. In an attempt to do so, they discovered some irregularities and inconsistencies with the information. These dilemmas include false information, bias and errors. To further x-ray the viral nature of online journalism, a webzine *True Slant*reported a series of errors which emerged on Twitter. These errors were repeated and amplified by other social networks and blogs (Newman, 2009).

Trading accuracy for speed is the bane of online journalism. It can play fast and loose with journalistic ethics and be one of the biggest and worst elements of online journalism (Newman 2009; Osborn, 2001). It has received little or no attention in the past by researchers but today, the practice is increasingly drawing the attention of media scholars mainly due to the fact that it is continually undermining ethical standards and professional journalism (Jurrat, 2011; Osborn, 2001).

Also the major discussion on online journalism continues to bother on technology and ethics. Certain scholars have conceptualised the definition of journalism in two contexts and domains: the legal domain and the professional ethics domain. Others have indicated that the internet has created a fourth kind of journalism next to radio, television and print journalism (Werkers et al; Steensen, 2011). Journalism is seen as a Siamese twin with ethics and law, hence as a raising

fourth realm, online journalism must be responsible and in tandem with common practices and ethics of professional journalism.

Case Studies in Nigeria

Nigeria has had its fair share of the new technology called online journalism. Dare (2011) argues that the citizen or online media such as *Sahara Reporters* emerged to fill the vacuum of interaction and investigation found in the traditional media in Nigeria. It should be noted here that while online journalism in certain quarters have been criticised for shallow depths of content, its emergence in Nigeria was to boost investigative journalism. He further narrates Nigeria's first taste of online journalism to be the unravelling of SalisuBuhari, former speaker of the House of Representatives in 1999. The *News Magazine*, then, used the internet to unveil the false port folios the speaker was parading in their July 1999 edition caption **The Face of a liar**. The story was eventually taken by several websites on *Allafrica.com* where the whole world read it.

Okoro, Diri and Odii (2013:5) indicate that "Citizen Journalism is now a popular brand of journalism in Nigeria. This development is attributed to the overwhelming use of the social media in the country." Another ground breaking phase in online journalism in the country was on June 28,2010 when Nigerian President Goodluck Jonathan launched his facebook fan account to receive and reply messages.

Today, as online journalism takes its roots, *Sahara Reporters*, *Twitter*, *Facebook*, *Youtube*etc are at the forefront of it all. However, the issues of ethics and public trust for this source of information are equally rising. Dare (2011:44) conduct a research on Sahara Reporters which indicates that although audiences believe in the fact that the medium is good at breaking news but they do not trust the website. It is believed in some quarters that they spread falsehood. No doubt, this epitomises the fact that online journalism in Nigeria, just like in other places, raises the loud cry for ethical regulations. Okoro et al (2013:6) also paints a picture thus;

> Again, citizen journalism has also been criticised for trivialising issues of national interest, including national calamities. There was an outcry; especially by national leaders against the conduct of citizen journalism during the Dana Airline crash of June 03, 2012. It was said that while rescue operators were sweating profusely to see if there could be any survivors, citizen journalist were busy taking and uploading gory pictures to their friends.
>
> It is suggested that during emergencies, citizen journalism should not spread the news or pictures that may hamper rescue operations.

Yusha'u (2013a) explains the ethical question of attribution, plagiarism and profit making when he recapped the series of open letters among past and present presidents, OlusegunObasanjo and Goodluck Jonathan respectively. According to him, *Premium Times* (the online newspaper) reported first, the letter written by IyaboObasanjo, but till date, no one can absolutely be certain of the genuineness of the letter whether it was a political fabrication (although some argued that she owned up to the letter). This was because the letter has no source. He equally notes that other stations like *Punch*, *Leadership* and other mainstream newspapers took the stories out rightly without considering or exploring other angle to it.

He further opines that online journalists in Nigeria and other places are dealing with a set of new audiences who are hungry for news, prefer to access information from the internet and enjoy the interactivity provided by online media. This is a positive contribution to journalism, yet there is scepticism about the quality of news items on the net. Even mainstream media who use online materials do not find it credible to acknowledge them as sources.

Talabi (2011:17) concludes that what constitutes ethical discourse in the era of internet journalism is subject to debate mainly because journalism tries to give to society what it wants.

He explains,

> Obscenity was ones (sic) a time a taboo in journalism but it is not absent these days in online journalism and the society does not see it as evil any more. Even if the media refuse to carry such publications, podcast will readily project it.

Generally, cases in Nigeria that par tend to online journalism ethics indicate issues of plagiarism, falsehood, trivialisation of issues, non-attribution of sources, profit consciousness among others.

At the Crossroad of Regulation

"Through blogs and other avenues, citizen journalism (online media) have broken stories about political corruption, police brutality, and other issues of concern to local and national communities" (Educause Learning Initiative cited in Okoro et al, 2013:2)

"The Meteoric rise of social networks and micro-blogging platforms raises important new ethical and practical questions for journalists and policy makers" (Beckett, 2010).

The basic analysis deduced from the quotes above is the lingering dilemma plaguing the discourse surrounding online journalism. On the one hand are the new possibilities and advantages it gives and on the other hand are the challenges it raises. The question is why seek ethical codes or redress for a potentially thriving field. Yusha'u (2013a) posits that while the relationship between online and mainstream journalism should be viewed from a positive light, there is, still, a great need for regulation in the activities of online journalism.

Online journalism, as earlier noted in this work consists of three blocks, namely: Mainstream Media, Citizen Journalism which (including social networks), and Blogger (Heinrich, 2008). Mainstream media, to some extent, exercise some form of control from editors who censor some stories before posting them online (Oluseyi, 2004).However,greater challenges arise with citizen journalists and bloggers who make several attempts to be relevant in this information driven age.

Fundamental questions such as what regulatory mechanism can be adopted for a dynamic process such as online journalism where everyone is a producers and no one is the source; how does media laws converge to accommodate global perspectives; and who stands as a universal regulator are very vital challenges facing the practice of online media (Triger, Russomanno and Rose, 2007).

Kovach and Rosenstiel (2001) explain that journalism principles are anchored on truth as it relates to citizens. Any attempt to breach this trust is a call to question

the loyalty and consciousness of the journalists. Since online journalism has a perceived mandate to tell the truth and uphold 'citizens', a critique and scrutiny of how they achieve that should not be a matter of debate (Itule and Anderson, 2010; McQuail, 2010; Vivian and Maurin, 2000).

Regulatory Mechanisms – The Continuing Search For Common Grounds

Regulatory mechanism of online media activities are beginning to take root in certain developed countries. Government agencies and regulatory bodies are growingly discovering the need to align most of the media laws and ethics that had favoured the practice of mainstream journalism. Countries like the United State through the Telecommunications Act of 1996, specifically the communication Decency Act, have provided rules and regulation to guide children against indecency and pornography on the net. In Indonesia, where the press is beginning to be free, raids have been carried out in certain parts of the country to control the excesses of the internet (Dominck, 2008; Peters, 2013). However, Nigeria is emphatically low-keyed in this regard.

A major aspect of regulation is the effective application of existing laws and ethics to online media platforms. Osborn (2001) stresses that online journalism will surely face great legal and ethical challenges to the extent that standards will be upheld. He cited Kelly as saying that the rules of copyright still apply to the internet. Dominick (2008) accepts Osborn's view by adding that the laws of libel and obscenity are very relevant to online journalism just as they are to traditional media. The Nigerian situation is a case of non-professionalism which has led to a great deal of apathy in enforcing the laws to mainstream journalists, not to talk of their counterparts in the online world (Talabi and Kayode, 2012).

Scholars of new media have advocated for self-regulation as a key module for checkmating the excessive of online news sources. Self-regulation comes in different folds: it could mean regulations coming from professional bodies such as NUJ, NGE, NBC and NPC (Talabi, 2011), or regulations coming from users of such online media (Newman 2009), or the establishment of relationship and collaboration between online journalist and traditional media (Yusha'u, 2013a). In their separate assertions, Talabi advocates for stricter application of ethics and laws of media by NUJ and NBC particularly. He explains that online journalism should be incorporated into the union to allow for sanctions on erring members. Furthermore, the NUJ code of ethics should be reviewed to meet with current trends. Newman's idea of users serving as regulators is premised on his argument that "mistakes tend to be corrected quickly when other users contradict misinformation. In this way, corrections can be amplified as well as distortions." (Shirkycitedin Newman, 2009:27). To him, users have a control on whether truth is said at the long run or not, depending on how they collectively participate to alter what they believe to be false hood online. For Yusha'u , partnership of online media such as *Premium Times*, *Sahara Reporter*, *Linda Ikeji Blog* with traditional media such as *Vanguard*, the *Punch*, *Silverbird*etc will establish a strong cord for gatekeeping, verification/authentification of sources and staff training. He argues that such partnership exists, for instance, in the United States between CNN and ABC news.

Government serves as a powerful regulatory mechanism and in most instances where professional bodies fail. Government through legislations are able to

produce laws and acts that guide behaviour. The Federal Communications Commission (FCC) in the United States is what we know as the Nigerian Communications Commissions (NCC). These bodies are saddled with the power to make laws that will guide conducts of online media practitioners. Jenkins (2006) while citing Nicholas Negroponte said the convergence between 'passive old media' and 'interactive new media' will need no government regulation to dissolve media conglomerates, yet, the excesses inherent in the interactivity between the old and the new will need some sort of regulation and perhaps, even from the government (Heinrich, 2008; Lipschultz, 2010).

Basically, regulating online journalism rest on the trio of self, (professional organisation and users), government and the existing codes. There is no straight module through this as the media terrain keeps changing. The possibilities of the new media are enormous and unpredicted, further researches can be conducted to ascertain the level at which users can contribute to regulation of the online journalism.

Recommendations

From the resources in this work, the following recommendations will thrive in addition to suggestion on regulation mechanism.

- Online media practitioner especially citizen journalists should receive training on journalism before embarking on such ventures. These forms of training could come from collaborative efforts with the mainstream media and tertiary institutions.

- A call on conscience is necessary for every user; the need to filter one's thought and motives is paramount. Users should be able to think of what will profit the greater part of society (Vivian and Maurin, 2000).

- The level of how Nigerians test laws suits against privacy, defamation and copyright is low. Law suits regarding strong misrepresentations should be taken seriously to serve as deterrence for others. This can only apply to situations where it is obvious and established that breaches have been established place and who the defendant really is; which is a problem with online law suits.

- Certain regulatory software can be used on social networks and blog pages or alternatively, information posted could be sieved. However, scholars have argues that this mechanism can work for only limited site. Sites that are fashioned particularly for instance interactivity cannot cope with this, hence defeating the essence of online journalism –speed (Abu-Fadil, 2005; Jurrat 2011).

Conclusion

It is clear that online journalism practices is an established art in developed countries while in Nigeria, the citizens are catching up with the trend. As the field develops, the challenges of ethics and regulation will continue to burn in media discourse. The citizens or users will not in any way reject it though scepticism trails the credibility of such media especially in Nigeria, as revealed in the survey of *Sahara Reporters* by Dare (2011). A balanced form of argument will be to accept the prospects and transformational angles the new technology is bringing as modalities and mechanism for adoption is getting refined.

Just as other, paradigm shifts, journalism perspectives and modules are shifting and aligning well as the old media harmonises with the new. Ethical issues will in no way hinder its collapse and breakage; rather, it will play a key role in determining the position of society in respect to issues of morality, conscience and ethics (Peters, 2012). Self-regulatory dialogical processes between and among online journalism and traditional journalism will equally re-conceptualize the role and ethics of journalism in general (Werker et al, 2008; Straubhaar, Larose and Davenport, 2009).

Suggestions for Further Studies
- ➢ Studies on how users of social networking sites, blogs and citizen web pages can regulate content by collectively resisting and debunking falsehood that emanate from online platforms.
- ➢ The collaboration and synergy between online journalism and traditional media.
- ➢ Cases and practical models of online infringements in Nigeria.

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Relevance and Effects of Science and Technology News Reporting in Nigeria

By

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Introduction

Historical analysis of news events reveal that Nigeria public at large is steadily bombarded with socio-economic and political reports disseminated through diverse mediums of mass communication. In fact, it is noticeable that hardly does a day pass without prominent politicians, and their stakeholder appearing on T.V. Radio, or Newspaper to discuss, debate and analyze National, State or local issues, not forgetting international issues also.

Visible but not frequently from these dialogues of news sources and content is the coverage of issues relating to Science and Technology by the Nigeria Mass Media. News report of science and technology is not a common item to be disseminated on a daily news content, why this is so, is the question raised by this paper especially having examined that journalism or news reporting has always been affected one way or the other by science and technology.

News History and Science and Technology Impact

The journalism is a reporter because of the techniques he implores in collecting, preparing and editing information or news for publishing or broadcasting. Over the years, these tasks had been performed and gradually modified with the passage of time due to the development of innovative means of science and technology which developed new channels of communication in both print and electronic forms. This new development eased the process of news gathering and dissemination.

Since the invention of ink and paper by the Chinese in 105 A.D (Schramm 1960:5-7) the work of the reporter had been greatly affected.Fro the first time, information could be written and disseminated reporter had been greatly affected. For the first time, information could be write ne and disseminated from one geographical ambience to another.

By 1876 the insatiable desires of man further conquer time, space and self presented another opportunity for communication and science to intercept. Telephone transmission was invented by Graham Bell, to assist the reporter to disseminate information instantaneously across vast lands, thereby giving the reporter the chance

to file in his/her report wherever he/she might be, as long as he is linked to the receiver through the telephone. The dynamic of science and technology then made it possible for communication to takew another dimension with the discovery of the wireless radio by Gugliemo Marconi in1895. This enhanced the reporters ability to send and received news through air waves or radio signals. The twentieth century then came with more exciting inventions like Fessendem's invention which is a consolidation of Radio through transmission of human voice by radio in 1906. By 1923, Television also referred where to as the tube was invented. From then on many scientific and technological developments has affected the task of the reporter immensely. Since the 1950's when the beginning of the color television broadcast began, the developments in science and technology and the relationship it as with news reporting have continue non-stop. Rather what the reporter faces now are new challenges offered by the developments in new communication technologies in his/her quest to collect, prepare and edit information.

Today, we arte confronted by the revolutionary growth of science and technology especially since the 1950's and as a result reporters are witnessing increasing development in their working environments. Although, it is sad to note that despite the contributions of since and technology to the development of news there is much news content/reportage by new managers editors and reporters of what science and technology encompasses and what society stands to benefits from daily dissemination of science and technology innovations, experiment and development.

Effects of News Reporting on Science and Technology

The steaming ideas in his paper is to examine the general effects of science and technology on news reporting and eventually on Nigerias attitudes, their perceptions of the society they live in and their behaviour. To successfully achieve this, on major area of research theory will be used. The theory is the agenda setting theory.

Agenda Setting Theory

This theory was first propounded in 1972 by MC Combs and Shaw and it is based on the idea that the news media, by their display of news come to determine the issues the public thinks about and (eventually) talks about (1972:176) (emphasis mine).

What this theory simply means is that, once the mass media (news managers, editors, reporters) focus attention to any issue, they invariable cause that issue tobe elevated in importance to the public. This one the primary function of the media is to entertain, inform and educate, it is of gross consequences how the media achieve this.

Science and Technology and Nation Development

Science and technology is simply that part of culture that is manifested in artifacts. It is the sum of total of knowledge, skills and intelligence brought together or the other which is used to satisfy basic needs. Science and technology is therefore the moving force of development, as such, any nation that fails to focus and report on science and technology will have herself to blame.

From time immemorial, traditional Nigeria communities had development their own science and technology based on their ecological condition and   ingenuity.

Such technology is usually referred to as "indigenous science and technology". Therefore the aim or purpose of emphasizing on the importance of science and technology reporting is to show case man's innovations and indigenous technology.

Since every society seeks to improve quality life for their citizens, the major ways they implore to achieve this, is through their science and technology. Indeed science and technology are the bed rock on which country anchors the foundations for its development. In 1976 the government of Nigeria established the Federal Ministry of science and technology, it did that as a means of promoting and developing indigenous science and technology to meet the most basic needs of the populations and agricultural. Housing, Health, Power and Energy and Transport sector. Consequently, on 28th July 1987 a policy on science and technology was constituted. This policy is aimed at exploring and exploiting and natural resources, develop manpower and most importantly inculcate science and technology in the thinking and activities of Nigerians. To successfully implement all these, the mass media (News managers, editors, reporters) science fairs and workshops were targeted as viable mediums to assist in propagating the ideals of the policy. With the establishment of this policy certain science and technology institution emerged to consolidate and practically implement the ideals of the policy. Some of these institutions include;

1.   Cocoa Research Institute of Nigeria (CRIN)
Established in 1964, the institute has a mandate of researching on Cocoa, Kola, Coffee, Cashew and Tea, but it does carry other duties of breeding and propagation of these crops, controls of their pests and diseases and development that the result are to be communicated to the farmers and other users for higher productivity and applications.

2.   National Veterinary Research Institute (NVRI)
This institute came into existence in 1976 with the duty of researching into all aspects of diseases of animal and their control, their nutrition and quality control of feeds. As a veterinary institute, it tries experiment on introduction of high-yielding exotic animals to improve local output of animal products – notably meat, milk and eggs. Thirdly, the institute research, develop and produces vaccines and related biological materials. From its inception to 1976 the institute has developed over 15 types of viral and bacterial vaccines for poultry and different species of livestock and domestic animals.

3.   Raw Materials Research and Development Council
This institute was founded in 1987 with the aim of expediting industrials development through maximum utilization of local raw materials locally for production of any kind. For instance, sciences at federal institute for industrial research at Oshodi, have fabricated distillation apparatus for the production of malt sources from Nigerian sorghum they also formulated cold water starch from cassava for textile printing and finishing.

At the projects Development Agency site in Enugu, scientist have produced many items for local industrials like the Garri frying machine, kerosene oven, fire clay oven and so on. Of more interest is the Nigerian energy commission's innovation of a solar cell, made from locally sourced materials and this invention has been able

to generated energy from this solar cell panels two villages in Sokoto State derive their source of energy from this panels.

4.   Nigeria Building and Road Research Institute:
Established in 1978, the institute is in researching and recommending solution to problems of designs and construction of building and roads in Nigeria. The institute has in the past delivered cheaper alternative building materials from locally abundant raw materials or housing. This indigenous technology especially in the field of architecture has translated the architectural design of homes using the climatic features of the different parts of the country. The institute has equally designed and fabricated cement roofing sheets made from coconut fibres and manually operated machine from bricks making which all make the production of the blocks and other items cheaper to purchase. The road sector on the other hand has research thorough evaluation inventory of soil and material resources, whereby planning, design and construction of roads, are done at reduced cost.

Although these are just a few of the existing science and technology research institutes that we have in Nigeria, in Jos, Plateau State there is the Naraguta leather works, were pure leather is transformed into making all kinds of foot wear that can compete favourably with Italian shoes, the Relevant Technology School-where a lot of locally fabricated tools, school play gadgets like swings, slides, etc. are made, the National remote Sensing Center where remotely sensed data is collected through the earth observation systems. The National Metallurgical Center where precious stones of all kinds are treated and other chemical substances are purified.

With all these existing science and technology institutions and the achievements they have witnessed, one wonders why such a vital aspect that contributes immensely to the development of society is neglected by the media who are primarily responsible for drawing attention of the public to science and technology and vice versa.

The Role of the Mass Media in Reporting Science and Technology
As agents of change, purveyors of information and with its agenda setting function, the media possess the power to influence decisions as such there is a lot to be said about science and technology, but unfortunately the reverse has been the case not only here at home but also abroad. In a study conducted by Funkhouser (1973:66) he discovered that the amount of coverage given by the media to Science and Technology even as far back as 1960 was ranked very low in comparison to other science and technology, crime, sex and student unrest. In this research by Funkhouser results shows that those issues which receive high ranking were given a lot of coverage. As such the results were very much in line with the agenda setting theory. So if the media takes sole responsibility of the public on what to know then the media must act based on the principle of accuracy and fairness. In pens and peace (2006:60) where fair reporting is stipulated to be the ultimate objective and as stated in the Nigeria Broadcasting code section 3.42 (2002:478) it is expected that all sides to an issue of public interest shall be adequately presented to ensure fairness. Despite these two formal policies in respect to media's role in news reporting in science and technology the case is not fairly covered.

The Relationship between Reporters and Scientists

There is a thin line that connects the scientist and reporter and that line is research. While the reporter conducts investigation research the scientist engages in experimental research. Other related known task that reporters and scientist perform is that they gather information and report their findings. Although reporters like Randy Reddick accuse scientists of usually only writing to other scientist he is of the opinion that "we as reporters, are charged with writing for the general public and we are supposed to somehow or another interpret what scientist write." (http://www.fascent.org/tools/sci-tech/methods.8/10/2004).

One of the things that happens to scientist in the cause of their work is that they are mindful of the major role they play in society by the very things they invent while the reporter equally is sensitive of his duty as a watchdog of society. Although all may appear cordial between the scientist to grant interviews to reporters. At a five day annual workshop at the Jack Howard science reporting institute in 2002, reporters and scientist discussed way they fail to communicate and how they can succeed at that. They both came out with tips to make their interviews with scientist more productive.

The scientist voiced out their fear that a news report or even an inaccurate headline can have a long term effect on their career. The scientist also pointed out that they are uncomfortable with the lack of depth in news articles and news broadcast. On their own part, the journalist state that they are not satisfied by the technical responses they sometimes get from scientist in terms of the language used.

Techniques for Reporting Science and Technology

In news reporting there are two categories of reporters – the beat reporter who obtain stories by making daily stops at courthouse, police station, the market, the school or the hospital and the specialty reporter who is sufficiently informed in one specific field at a time and reports exclusively and intelligentlyon an issue. Whereas the beat reporter is interested in news occurring now, the specvialty reporter is often interested in long range stories that need to be followed from the root. Basically, when a reporter calls on a scientist for an interview, he/she should not be ashamed to ask dumb questions and this can be achieved by monitoring the following format of interviewing a scientist.

- Can you please show me claims
- What studies or experiment have you conducted to arrive at such claims.
- Where did you get your raw materials from?
- How sure can you be about them
- Will you findings win consensus among others in the same field.
- Was you experiment/invention capable of getting the answer you wanted.
- Where was the work conducted? At a university, a technology, school, a workshop, at home, a research lab or where?
- Finally, was the work-peer reviewed.

Once the response is gotten, the reporter should then harmonies the answers into an understand and interesting report because of the complex and technical nature of science and technology. To successfully implement this, the reporter should try and employ analog and world pictures.

Lastly, while science and technology language needs simplifying for the easy understanding of the Layman, reporters should not now make the mistake of oversimplifying the ideas.

Science and technology brought the mass media channels of communication hitherto used for news dissemination, but a close look into the information business reveals that the role of the media is not deeply rooted into reporting the activities of science and technology. Indeed, the effect of the media in reporting of science and technology is something that to date has not yet been clearly ascertained.

Most studies show that the media is integral to issue of politics, economic and cultural process in society, without really focusing on issue of science and technology. There are obviously certain reasons why the media is not rooted in science and technology issues but despite the reasons, the media should live up to its social responsibility by applying fairness to all sectors of society and report on science and technology with the same attention given to politics. It is the duty of the media to inform the society on any scientific information e.g. is coffee good or bad for human health, are electromagnetic waves harmful or dangerous to humans etc when the media focuses attention on science and technology it makes society better informed and educated. For example, in a news report by Dialy trust (2007:33) they reported why GSM NETWORK IS FAILING IN Nigeria. The reporter disclosed that under utilization by the GSM providers of the science facilities provided by the federal government is responsible for the recent network problem encountered by GSM users. This reason was given by the Director of the National Centre for Remote sensing in Jos. And when asked why the existence and activities of the centre is not known the Director, Professor Jacob Olorunfemi blamed the ignorance by the public of the centre on lack of awareness and publicity by the media.

Conclusion

The media has been assessed to only build up the public images of political figures and report on issues of politics only, but the media should transform itself to activities of Science and Technology especially now that the global world is working towards achieving the Millennium Development Goals (MDG). Although the media may seem to appear silent to issues of science and technology there are a few broadcast stations and newspapers that trey to report on these issues. In the early 1990's NTA network introduced a news segment in the telecast of the network news tilted "Science and technology" it was anchored by Sarah Sanda, but the segment only lasted for about a year and it was stopped. Today programmes like "oils and gas" a product of NNPC is transmitted. On the other hand, independent TV stations like AIT broadcast a weekly program science and technology report presented by BayeroAgabi who won an international award for the best science reporter. In the print media, Daily Trust is highly commended for their frequent report of recent breakthroughs in the field of science and technology. The newspaper has a column science digest and it presents international report of science and technology research. In fact, last year the paper reported on one Mubarak MuhammedAbdullahi a 24 year old physics undergraduate who used old cars and motorbikes scrabs and built a helicopter from the parts. Although the world was informed about this young man's innovation it was sad to note that the Nigeria Civil Aviation Authority (NCAA) has at the time of the report shown no interest in the aircraft.

The issue then is why did the reporter not press is social responsibility function further by going to NCAA and investigate why they have not responded to the young innovators claim/invention. Indeed the media should rise above border and set the agenda so that society can begin to think and act positively in respect to science and technology.

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The Nigerian Broadcast Media and Vocabulary Development in Children

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Abstract
This work examined the potential of the broadcast media in building the vocabulary of children. It analysed the extent to which the broadcast media affect their vocabulary development of children.Using the Uses and GratificationTheoryand the Social Responsibility Theory of the Mass Media, the paper argued that the broadcast media is saddled with the responsibility of protecting the interest of children who constitute a large audience. One major finding of this paper is that while the broadcast media has a level of influence on children's vocabulary, key factors such as the level of exposure and individual interests are drivers of children's vocabulary development. In the final analysis, the paper recommended that governments at all levels, regulatory agencies and parents can contribute to ensuring that children are protected from programmes that can otherwise be of negative influence on their vocabulary development.

Key words: *Vocabulary development, children, broadcast media*

INTRODUCTION

The Nigerian broadcast industry has come a long way in a country whose history is strongly linked to the historical development of its mass media. Major political activities in the country since the pre-independence period were facilitated by the mass media. The aim of the mass media right from the onset was to educate the Nigerian populace. The *IweIrohin* for example, which many believe to be the first newspaper in the country, was established for the purpose of teaching the Youruba community how to read, write and how to communicate effectively in the English language. As the media developed, they have assumed several other roles and responsibilities, the fundamental roles being the responsibility to inform, educate, and encourage participation.

The focus of this work is on the broadcast media which comprise Television and Radio. It assesses the nature of programmes children have access to and the effects these have on their vocabulary development. A Focus Group Discussion (FGD) was conducted involving school children in Naraguta village and Rock Haven, both in Jos Metropolis. Questions were directed towards finding out the kinds of

programmes they have access to and how much vocabulary they picked from such programmes. The sampling technique employed was Purposive Sampling Technique, thus the children were those living in Jos, whose ages ranged between 6 to18, and who had access to media content transmitted by broadcast stations in Jos.

VOCABULARY DEVELOPMENT THROUGH THE BROADCAST MEDIA

Stations in Plateau State transmit a variety of programmes which children have access to. Their impact on vocabulary of course vary, depending on the nature of the audience, the level of exposure, the content itself and circumstances surrounding such exposure. According to Feldman (1996), there is a close link between language development and thought. Language provides us with a whole system of rules that determine how our thoughts can be expressed, known as grammar. Although language does not determine thought, it does affect how information is stored in memory and how it is retrieved. When children access the media, therefore, they are exposed to the different ways in which people express ideas, convey messages and relate with one another.

The broadcast media expose children to a whole range of vocabulary, such as scientific terms geographical, social, political, artistic and a host of others which help to broaden their scope in terms of perception, understanding and interpretation. As children concentrate, the tendency is for them to be absorbed in analyzing, recollecting and contemplating on issues. Such engagement of thought makes them vulnerable to being influenced consciously or unconsciously.

Broadcast stations in Jos have made deliberate attempts to provide children with a large variety of programmes designed specifically for them, with the aim of helping them develop good grammar. Such programmes include quizzes, inter-school competitions in English, debates poems, drama, songs, riddles, spellings and cultural dances. Certain programmes like: "Tales by Moonlight", "Guys and Girls" and "Tele-movies" on NTA; "Young, Simple and Free", "This Generation", "Binta and Friends" on PRTV are good examples of educational programmes that are designed to help children develop vocabulary. New words are clearly spelt out in some of these programmes and their meanings stated. This helps children brain-storm on words, their meanings and usage in different contexts

Since the broadcast media often aim at reaching across to a large number of audiences, packaging is done strategically to captivate the target audience. The choice of language here is, therefore, vital. In reaching out to children, special packages containing the specific choice of words, action, music and aesthetics that would appeal and are desirable to children are selected based on the particular age groups being targeted and for specific periods such as the children's belt and family belt. The choice of grammar here, offers children new ways of expressing themselves and as they adopt phrases and sentences learned from the broadcast media, they attempt to apply them in real life. Sometimes these are stored up unconsciously in the minds of children and are only referred when the need arises. At other times children immediately begin to imitate what they hear until it actually becomes a part of their everyday conversation.

In recent times, children are estimated to spend 2.5 hours per day with computers and video games or VCR, which adds up to about 1,642 hours per year (Dart, 1999). More programmes targeting children under the age of 5 are coming up

in various broadcast media these days. This is the age when most people develop their very first vocabulary. As they grow older, they are exposed to more vocabulary through interactions with people, involvement in academic activities, as well as through exposure to the media. By the time they get to secondary school, they would at least have had a significant exposure to the English language that enables them to express themselves to a substantial level. At this age also, their appeal for the media increases a great deal and they are exposed to a variety of content in the broadcast stations. Studies have also shown that children spend more time in front of television sets, computers and video games now-a-days. According to a Public Broadcasting Service (PBS) report, as school-age kids spend more time away from home, they often develop new patterns of speaking based on what their friends are saying or what they hear on television... They can understand more grown-up media and analyze the rules and premises of the games they play (PBS, 2011).

The age of students in Nigerian secondary schools ranges averagely from about 11 to 19. This also constitutes the adolescent age where there is a lot of struggle with identity, self-image and choices. According to Iortim-Uba (2001:70), "The adolescent period, which most Nigerian secondary school students go through, is the unstable and trying moment in their lives. This is the age at which they shape their personalities, which they will keep in life." Students at this age want to learn from other peoples' experiences, including their teachers, parents, peer groups, movie stars, artists and other television heroes.

> peer influence is particularly strong at this stage of life, alongside the guidance provided by family, the influence of radio and television, and the knowledge of values transmitted in schools…there is the development of functional skills and capacities for creative and critical thinking, enabling the individual to make appropriate decisions, solve problems and carry out tasks…To a large extent then, the development of life skills takes place outside both the family and school. The mass media exert considerable influence, sometimes positive but not always so" (FGN/UNICEF, 2001: 171-173).

The mass media offer children the opportunity to view other people's ways of life, offering them a whole lot of ideas on how they could also shape their own ways of doing things; their dress modes, social activities, career choices, relationships with people, attitudes towards life and patterns of behavior, as well as communication patterns with which to effect their interactions with people. Many students in secondary schools therefore, look up to the broadcast media with high expectations, hoping to find fulfillment and more importantly, to find their identity. In some cases therefore, what the media give them is what they take in. To what extent they use what they get from the media however, is of great concern because although Nigerian broadcast stations have a lot of good programmes to offer, it is also clear that some of the programmes they air do contain. Whether or not these programmes also influence the vocabulary development of students in secondary schools is very important because although some programmes are highly beneficial to young viewers, others can have adverse effects on their vocabulary development.

THE POSITIVE IMPACT OF BROADCAST CONTENT ON CHILDREN'S VOCABULARY

DRAMA: Based on the FGD conducted in the course of this research, the kinds of drama many young children love to watch are African drama, especially comedies. They gave examples of programmes like; *'Papa Ajasco', 'Face 2 Face'* and *'House Hold'* onPRTVC*; 'Just the Two of Us', 'Home Sweet Home'* on Silver Bird, and *Super Story* on NTA. Such programes are usually aired periodically, about two to three times weekly and usually last for about 30 to 45 minutes daily, depending on the individual station schedule. Most of these dramas portray social and family life issues, which children love to hear about. They are often characterised by a lot of action and dialogue that are meant to mimic real life events. The kind of language used involves satire, mockery, ridicule, or criticism. According to a PBS report of 2011, "School-age kids develop a more sophisticated sense of humor. They enjoy telling jokes and puns and playing more advanced games." The FGD indicated that children prefer comedy.

The kind of action and language used for drama varies. In many cases however, it is usually very practical, simple, and straight forward or 'down to earth'. This perhaps explains why the respondents admitted that they find dramas easy to comprehend and mimic. They usually mimic words in relation to the actions they see and often, they desire to share with others. This helps them to develop their power of narration and description. Based on the discussions, students love to re-tell what they have watched or heard, to their friends and sometimes they use such stories as examples for narrative essays during class work. Such ability to narrate what they have watched is a vital aspect of communication. It helps them to translate what has been stored up in their minds into words for others to picture it, interprete it and understand. Sometimes they are able to re-tell stories to their mates in such detail that challenges their ability to use grammar appropriately especially in the past tense and present continuous tense. They learn to describe the actions, analyze situations, interpret events, evaluate and even predict whole stories using words. This kind of media function is described by Richard R. Dominic, as social utility. Thus;

> Psychologists have also identified a set of social integrative needs, including our need to strengthen our contact with family, friends, and others in our society. The social integrative need seems to spring from an individual's need to affiliate with others. The media function that addresses this need is called social utility, and this usage takes several forms. First, have you ever talked with a friend about a TV program? Have you ever discussed a current movie or the latest record you've heard on the radio? If so, then you are using the media as conventional currency. The media provide a common ground for social conversations, and many people use things that they have read, seen, or heard as topics for discussion when talking with others (Dominick, 1999:47).

The major challenges they admitted to be facing in narration, however, are the issues associated with difficulty expression using the past tense and simple continuous tense. They also expressed difficulty in retaining details of spoken words and phrases. Many often understand what was said on the media without remembering the actual words that were used. In re-telling such stories therefore, they try to present them in

any way that does not alter the actual meaning. Some teenage students however, indicated very good verbatim memory for words and sentences, especially those that express wit, sarcasm, or personal criticisms. They admitted that usually they are able to retain and apply new words that fascinate them on television.

PHONE- IN PROGRAMMES: The FGD also revealed that Phone-in programmes allow children room for involvement and participation. Such programmes are particularly meant for children to take part in and in some cases, children actually anchor the progammes. They include programmes like; *'Greetings from America'*, and *'Youngsters'*, (Saturdays on Silver bird). They usually like to listen to their mates perform on the media and are often apt to respond. Children from across the state usually participate by phoning-in in response, to contribute their own quota. Thus;

> …They can be seen discussing, debating,competing, being stimulated intellectually, receiving counsel and negotiating the values of life. In the larger southern cities, the FM radio stations have captured large audiences among teenagers by using an 'infotainment/ edutainment' model of broadcasting and projecting a hip image through their choice of music, speech pattern, and style of humour. They have also drawn in young audience through participatory techniques such as phone-in programmes and quizzes, and by tempting the audience with attractive prizes" (UNICEF & FGN, 2001:265).

Children who have watched or listened to such progammes at home said they are often awed by the fluency and skills with which other children express themselves in the English language. The experience which children have as stations or schools prepare them for such performances, can also be seen as a way of training, mentoring and modeling them on how to anchor programmes. They are given an enabling environment to develop their vocabulary communication skills. Better still, is the impact they have on students watching or listening at home. Such children have the opportunity to listen and also air their views and share their experiences, by calling in to make contributions. Topics relating to personal hygiene, relationship with people, care of the environment, good virtues, goal setting, and practical ways of achieving success are usually discussed in detail. Issues as such, expose students a range of vocabulary to express themselves on related matters and as they get increasingly acquainted with the topics being discussed, they communicate better.

MUSIC: Music also appeals to children a great deal. The general philosophy for Rhythm Fm is that music is the food of the soul at all times. It is little wonder they tend towards broadcasting more music in their entertainment. Their slogan is 'More music, less Talk'. Children are often found calling in and making special requests to media stations, for specific songs to be played as along-side good-will messages, during phone-in programmes. Programmes like '*keep in Touch'* by PRTV give them the opportunity to communicate to family and friends, far and near. Broadcast stations engage the audience by keeping them in the picture of reigning songs, their nature and origins. This way, children also obtain a wide range of information aside the content of the music itself. Programmes like '*Don't forget the Lyrics'* on NTA that tests audiences' knowledge of the wording of famous songs, go for a prize and many children like to take part. They take up the challenge of learning lyrics of songs. Some of the participants also admitted to moving about with ear phones in order to

keep abreast with current songs and to grasp the lyrics.

When children get exposed to songs on broadcast stations, they learn new words from songs that are frequently aired. According to Ioratim-Uba (2001:64), "there exists a very close correlation between language and music". He describes music as made of the voice strategy consisting of explicit linguistic resources such as words and sentences which he says send across specific kinds of message, impact and motivation.

DOCUMENTARIES: Documentaries also present political, social or historical subject matter in a factual and informative manner. They consist of interviews that are accompanied by narration (Ike, 2005:66). The subject of documentary programmes could be on any field. They explore all aspects of human endeavor, presenting facts and findings. These expose children to very rich vocabulary on all areas of life such as names of plants and animals, different kinds of habitats, weather and climatic conditions, the geography of different areas, new scientific discoveries, different peoples and their cultures, historical events, living conditions of people, tourist sites, various religious practices, various kinds of diseases, ailments outbreak of diseases, natural disasters such as earth quakes, volcano, hurricane… the list could go on and on depending on the particular programme they are exposed to. Programmes like '*Cities of Nigeria*' on NTA, '*Rural Watch*' and '*Documentary*', both on PRTV, are examples of Docummentary. Sometimes specific time is allocated to these programmes, such as the documentary shown on PRTV which runs every Sunday at 11pm, while at other times they come in briefly between programmes, such as '*legends, icons and super stars*' which was aired on July 15th 2009 at a few minutes to 5pm. It revealed five people including Martin Luther king, "who made a difference in reshaping America". Another example is '*Infamous Places*' shown at about 5:50pm on AIT July 15th 2009, which showed historical events with regards to war. Such programmes expose children to names of places worst hit by world-wide by wars, as was the case in Nagasaki and Eurasia , as well as other terms such as Invasion, defeat, survivors, horrific events, Hiroshima against humanity, war crime, atomic bomb, nuclear weapons, and the like. Inquisitive children would naturally seek to find out more. According to Stephen R Reeds, "Verbal knowledge is usually measured by vocabulary questions that test comprehension of written material" (Reed, 1982).

FILMS: films vary, and so does the kind of language used. For every kind of movie, there is a particular style and pattern of language usage. The diction also depends on the background and setting of the movie as well as the producers and directors involved the message to be passed across and the dialogue. It could, for example, be a scientific fiction, in which case children would likely to be exposed to terms like clones, vampires, war, space ships, and the like. For olden day English settings of course children could expect Shakespearian English, thus the use of terms like "does thou", "whilst", and "maketh". In some European films, the spoken English is standard, and so also is the use of certain poetic terms and expressions. Participants gave examples of films they could hardly comprehend. However, they sometimes take up the challenge to learn new words the European way, and find out that some spellings, pronunciations, and interpretation of words differ from the American English.

A lot of soap operas have filled television broadcast stations, in the past and

many of these do not go without leaving behind a trend. Certain names and attributes become famous amongst children and adults alike. Children pick a lot from the themes of such progammes, For example, the term 'Paloma' is a name of a person. However, in Nigeria, it has become a popular term used to describe an outfit; a long free Caribbean tailored skirt that reaches the ankle length. This idea of course, was gotten from a movie. In her "The Power of Paloma", Edet (2009:40) puts it this way;

>…Think back in 2005 when there was this popular Mexican soap on television that caused trouble in homes. It split families to camps. Mother and children against father who desperately wanted to know what was happening in his country via the 9'o clock network news on NTA. His wife and children however, could not care less. Anyway, Paloma was the lead female character in the soap and soon transcended fiction to play a major role in the fashion industry at least in Nigeria. After the soap ended, our very industrious brothers from the eastern part of the country (Igbo) came up with this brilliant idea to keep Paloma in our minds for a while –the Paloma skirt… every lady had a Paloma skirt in her wardrobe… the miniskirts(micro and maxi) frizzled out in no time. It was the power of Paloma at play (Edet, 2009:40).

Many other terms as such which were gotten from the media has become so popular, setting the pace for fashion and other new trends. Generally, children tend to learn from movies by mimicking the dialogue and actions that take place. The kind of learning that takes place here is called observational learning whereby they learn by first paying attention and perceiving most critical features, then remembering or recalling what they have watched and heard. Next, they reproduce the dialogue and actions and finally are motivated to carry out the observations or actions in real life (Feldman 1996:207).

Other programmes like Folktales, Nursery and Rhymes, are specifically designed to build children's vocabulary. "Young Hearts" for example, is a programme that is aired every Sunday at about 9:30am on peace FM. This programme incorporates nursery rhymes with stories and short familiar choruses. These are usually well coordinated and simple. The language is usually simple, audible and well-articulated. Sometimes letters are stressed and words spelt out for better understanding. An example is the 'Bingo' song played on 5th July 2009 which described bingo as a dog, giving a detail of its characteristic behaviors, as its name was spelt out with each letter being stressed. It was so expensive, for example some children said they found expressions like "Bingo nestled in the farmer's lap…Beneath the Garden…; let's clap for the letter 'G'…;" very practical and interactive, motivating them to sing along and participate in the activity. As audio audiences of such progammes, it is usually easy for them to create pictures in their minds as they follow story lines, beats, tunes and rhythm, sometimes attempting to guess what the next rhyming words would be. Some teenage participants said they are usually able to recall the songs and stories they learnt in pre-school years and even though many of the songs and stories may have been modified now, the general ideas are preserved. Some students also admitted that sometimes on listening to some nursery rhymes, the meanings got clearer and they realize that they never really pronounced certain words correctly nor did they know what some words actually meant.

Practical participation and involvement of children in such programmes equips them the skill to communicate confidently and develop the right choice of words for ever kind of presentation. An example is the Sunday programme on Peace FM aired on July 20[th]2009, which featured a little girl narrating her poem titled "Life in the Village". She narrated it with so much confidence and charm;

"As little children, we love to play under the moonlight
When we eat our supper, we all go out to play
The boys play hide and seek and the girls sing and dance
Just as we are playing, mummy's voice is calling
It is time to go to bed!"

Poems like this one and many others are usually creative, displaying children's talents in ways that captivate even the older audiences. Certain folklores aired on the broadcast media also help to develop children's vocabulary. According to Andzayi (2002:56);

The Nigerian child comes to school with an already fairly well built vocabulary of Nigerian folktale. He knows how to tell simple stories and has been listening to so many. He engages himself in traditional games, some of which go along with songs. He engages in riddles. All these contribute greatly to his vocabulary development and creativity. The educational values of folkloristic approach to children's literature have been found to range from speech training to team spirit, social, and emotional development.

The NBC Code also encourages the promotion of Nigerian folklores and values. This is stated in code No. 4.1.1 "Nigerian folklores and values shall be promoted." Nigerian broadcast stations therefore are really doing well by including folklores in the programmes. Progammes like 'Tales by Moonlight' on NTA are good examples of such programmes. An example is the story of "falsehood and Truth" which was told on July 2009 on 'Young Hearts' at 9:33am, Peace FM radio station. It personified truth and falsehood as being involved in a battle where by truth is destined to struggle and defeat falsehood otherwise it be lost forever. At the end the lesson was very clear; people must always stand for the truth if it must prevail. Stories like this one help to develop the imaginations of children, they are able to picture ways in which words can stand to represent ideas and to present messages in practical ways. Children as well as adults benefit from such programmes.

Often media stations give children the opportunity to present plays, poems, songs, debates, jokes, cultural dances and other activities they learn in their various schools. This helps to develop their creative abilities, their skills and theirtalents. By sharing what they know with viewers at home, they also inspire others while they themselves are better enriched.

The use of subtitles in films also help children build on their vocabulary. Sometimes subtitles are used in film to complement the actions. In some cases however, the use of subtitles is meant for interpreting progammes aired in foreign languages (except for sports and other self-explanatory programmes) so that the audience can understand what is being said. The NBC code provides us with the essence of subtitles. Thus; "Programmes in foreign languages shall not be transmitted without subtitles in the official language, except sports where the audio is only complementary or religious programmes where the foreign language is easily

understood by the adherents" (NBC Code No.4.1.2). Some participants said the use of subtitles goes a long way in helping them improve on their recognition, pronunciation, spelling, and general understanding of words. Sometimes they are forced to read between the lines especially where the conversation is very fast and the subtitles appear only briefly on the television screen. Where the subtitles disappear too fast from the screen, the audience may want to choose between missing most of the action in order to understand what is being said, and concentrating more on the action and as such, guessing what the conversation taking place probably means.

CHALLENGES TO VOCABULARY DEVELOPMENT THROUGH THE BROADCAST MEDIA

There are a variety of programmes on television and radio stations today and children have varying levels of restriction. While some children are constrained by certain factors such as time, poor access and parental guidance, others have unlimited access to media content ranging from children's programmes to those designed and packaged for the older audience. This way, children are exposed to a wide range of vocabulary and other forms of language expressions. Based on the evaluation done in the course of this research, the vocabulary children are exposed to in radio and television programmes in Jos vary and their tendency to adopt words they come across in such programmes also vary. However, it is a wake-up call on teachers and parents to rise up to the challenge of guiding children on how to access the broadcast media constructively.

The challenges in the educational standards of schools in Nigeria constitute a major problem to the attitudes of children towards media content. Some respondents for example, indicated that teachers no longer devote much time to the study of new words with their students. They do not inculcate in students the need to cultivate the habit of thinking critically and analytically when accessing information. As such, students no longer feel compelled to take up the challenge of learning new vocabulary. Not many children therefore, are critical enough to study words they come across in the media before adopting them. This probably explains why some of them admitted to singing some songs so confidently without even knowing what the songs actually mean.

The issue of poor access to the media in some homes deprives children the opportunity of learning from the variety of educational programmes being aired by Nigerian local television and radio stations. Poverty and gender issues are key limitations to media access for some children in secondary schools since they have to spend a larger part of their day working in order to supplement their family's income. Such families usually need extra hands at work and can hardly spare any time for leisure. Some households cannot afford to own television sets and where they do, some do not have sufficient power supply to operate them as often as they should. Other households give more priority to their male children when it comes to education and often send the female counterparts away to the kitchen when educational programmes that could otherwise benefit them are being aired. Likewise, some households with house-helps who are schooling, often show discrimination against them by refusing them access to television altogether. This is quite unfortunate because the media offer a lot of educative and inspiring programs that not only help in building vocabulary but also help in directing youths to accomplish

positive goals in life.

The attitude of some children towards media content is also a challenge especially where educational programmes that are meant for their edification do not appeal to them. For example, some of the teenage participants indicated little interest in certain political coverage programmes such as *"Democracy today'* on Peace FM, *'celebration of an icon'* and *'Talk Plateau'* on PRTV, which could be of great value to them. They said they considered such programmes as basically for adults and would rather go for the "reigning thing" such as shows involving latest dance steps, fast and high tempo music such as hip- hop, reggae, raps,makossapop music, and songs containing coded language as well as films containing a lot of action.

Another great challenge to vocabulary development via the mass media is the representation of different versions of the English Language in different programmes. Most of the respondents indicated having problems differentiating between European and American terms. Some of them use words, pronunciations and spellings interchangeably, not because they want to, but because they do not know the differences that exist between the two. With little or no guidance, it is hard for such children to understand what terms are American and which ones are British. Often times the national News it presented using British terms, accent, tone and pronunciations. Other British programmes are also aired, such as films, documentaries, plays and shows. Many American movies and educational programmes are aired as well and children watch them with little or no parental guidance to help them recognise differences that exist in spelling, pronunciation, meaning and usage.

The poor educational background of some children is yet another challenge to vocabulary development via media stations. The extent to which media content affects the vocabulary of children also depends a great deal on the background of individuals. The educational background of students can influence their approach to media content. One of the challenges some participants expressed was the problem of understanding media content in well spoken English, which often made them go for programmes that are either produced in local languages or in Pidgin English which they better understand. These usually limit their access to the English vocabulary on television or radio.

RECOMMENDATIONS:

Media content on broadcast stations should consist of information that benefits the child as well as other audiences accessing it. Broadcast stations need to pay particular attention to the selection of programmes for the children's belt and the family belt in order to ensure that all programmes aired at such periods contain educative content which are devoid of elements that could negatively influence their grammar. Also, programmes containing violence and vulgar language must be indicated as such, so as to enable parents place restriction and control over what their children have access to.

The use of certain indecent language in some programmes as found in the course of this research, is an indication that parents need to live up to their responsibilities in ensuring that they provide necessary guidance, grooming and discipline for their children to help them identifying words that need to be adopted and also identify programmes that edify.

Schools also need to educate students on the importance of word consciousness while accessing the broadcast media. They should be able to refer them to good educational television and radio programmes that will help improve their language usage. Guiding them through word study and word learning strategies in school will go a long a long way to help them apply such skills while listening to radio or while watching television. Schools should never take for granted the value of teaching students how to use context clues, how to make word connections and ask questions, or how to use word parts and consult the dictionary, thesaurus, and glossaries. These are good attributes that will help children to be very sensitive and selective when approaching content on radio and television.

The NBC will also do well to ensure that proper regulation and monitoring of media content is done through sanctions, to provide children with the optimal opportunity to access programmes that appeal to them and at the same time help them to build good vocabulary. The Nigerian music and film industries should encourage artists, producers and directors who perform in the interest of building the nation, to do so bearing in mind the large population of children accessing the media. Awards packages for example, could be issued out for the promotion of good morals, values and decent language usage especially in producing programmes that target children. The involvement of children in media programmes would also go a long way in ensuring that they are well represented and as such, given the opportunity to air their views and work towards developing their own vocabulary accordingly.

Lastly, government should hasten up in its efforts towards eradicating poverty in Nigeria, at least to a level where access to education, information, and electricity will no longer be a barrier to effective communication and media participation among Nigerian children.

CONCLUSION

The Implications of the broadcast media content on children's vocabulary are high. Aside the great advantages and benefits of rich media content to vocabulary development in children, there is the need to also protect them from media contents that negatively influence their vocabulary development. While the broadcast media have a key role to play here, it should be seen as a collective responsibility. This, therefore, is a wake-up call ongovernments, parents, educationalists, broadcast stations, programmers and the society at large to take up the challenge of ensuring that negative speech and behavior does not infiltrate the minds of children through the broadcast media. Indeed every child has a right to information as recommended by UNICEF below:

> Every child has the right to seek, receive and impart information. The right to seek information means the right to ask questions, read newspapers, listen to the radio and watch the television to gather all kinds of information" (FGN/UNICEF 2000:17).

However, in exercising such rights, children need to be protected from language that does them harm.

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The Role of the Mass Media in Peaceful Elections in Nigeria

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Abstract
The paper highlights the role of elections in a stable democratic nation as the basis for peace and development. Drawing inferences from the electoral process in Nigeria, the paper identified issues that often lead to electoral violence because they are often ignored or not managed properly. The paper observes that through the agenda-setting and watchdog functions, the mass media have great potentials for enhancing Nigeria's electoral process. The Nigerian mass media though with certain challenges and restraints, have been acknowledged for playing vital roles in the success of previous elections in the country. It is concluded by the paper that if the mass media braces up to their agenda-setting and watchdog functions without compromise, and are effectively utilized by all parties in the electoral process, the 2015 general elections will be peaceful. Engagement of the mass media by all stakeholders and ensuring unfettered access to information by the mass media during the buildup, actual and after the election; as well as harkening to social responsibility by the mass media among others, are recommended by the paper.

INTRODUCTION

Every stable democratic society is a child of well organized election. Election remains the surest means through which government with people-oriented agenda can be formed. Through it, the people hold their fate in their hands and decide collectively capable leaders who will foster peace and sanity in the nation.

Sadly, this pleasant feel of true democracy seems to have endlessly eluded the Nigerian society. According to Idemeko (2009) all beautiful attributes of what the electoral process should mean for a democratic society cannot be associated with Nigeria. Nigeria electoral history has not been a pleasant one. Nigerians have participated in many elections, beginning with the colonial era when the concept of election was first introduced. The electorate has also grown from about 5,000 adults with 100 pounds sterling income per annum as qualification to be eligible to vote, to over 80 million voters of 18 years of age and above. Elective posts have also increased tremendously and electoral referees have also changed from being members of the Colonial service whose electoral duties were part time assignments to being members of an independent electoral commission on full-time employment. Yet, since its attainment of independence in 1960, Nigeria has been bedeviled by political

instability fueled largely by an electoral process in crisis. The country and her leaders have refused to learn from history and avoid the pitfalls of past mistakes in order to pave the pathway for a secure political future. Rather, they have continued to perpetuate the worst forms of our political process characterized by ugly incidents of political thuggery and violence, electoral malpractices both at political party level and general elections, unending law suits, crisis of legitimacy, instability and chaos.

Indeed Idemeko aptly summarized not only the chaotic electoral process, but also the crisis-ridden political situation of the Nigerian nation in this observation. Ours have become a nation where policies and reforms are formulated without implementation. Politicians in their wanton quest for self enrichment deliberately fail the people only to give them excuses justifying their failures afterwards. It follows then, that our present political setbacks are direct consequences of our inability to enthrone lasting peace and justice, through the successful conduct of a free and impartial elections.

As at present, the 2015 elections is largely the political focus of every political conscious Nigerian. Already a lot of developments are currently propping up both from the side of the government, the masses, the would-be elected and the electoral bodies some positive and some negative, all as a build-up to that all important year of critical decisions. As key information purveyors in society, the mass media are central to all the preparations and scheming. However, preparing for 2015 elections is not an offence. It is no problem at all. It is even worthwhile if government, politicians, electorates and the Independent National Electoral Commission (INEC) can make adequate preparations to this regard in advance. But beyond this, there must be a collective resolve from all and sundry to answer some critical questions on which our future as a nation is hinged upon; how do we collectively ensure that our chequered history of electoral malfunctions is rewritten? How do we set the peace agenda through peaceful elections? What lessons have we learnt from our past electoral failures? What roles do we have for the media and how ready are the media to deliver in this regard? The answers proffered to these questions to a larger extent determine how far we will go in attainment of peace as a nation.

Over the years, there has been a general agreement concerning the importance of the media in any progress bound society. With its agenda-setting and watch-dog roles, the media serves as both the fear of the leaders and conscience of the led. While defending its agenda setting capacity, McCombs and Shaw (1972) wrote, that the members of the audience not only learn about public issues through the media, they also learn how much importance to attach to an issue or topic from the emphasis the mass media place upon it." Treneman and McQuail (1961) furthered on this by holding that there is evidence that people think about what they are told but at no level do they think what they are told.

This paper intends to x-ray the roles that the mass media can play in ensuring peaceful and credible elections in Nigeria. As a framework, the paper shall showcase how the media can help in fostering peace to the Nigerian electoral process, with special focus on the upcoming general elections in 2015.

Elections and Democracy: Towards a Conceptual Understanding

Normally, the term election is associated with the concept of democracy. Thus once one thinks about democracy, what comes to mind next is transparent electoral process. By way of definition election is a process through which a people oriented government is instituted by the people themselves. While some school of thought remains dissatisfied with democracy as the most suitable form of government for their current global society, most people agrees with Churchill (1947) that "democracy is the worst form of government except for all those other forms that have been tried from time to time.

Historically, most countries of the world including Nigeria have tried other forms of government at one time or the other, however democracy appears amongst others to be the fairest. This is why it remains the most popular form of government in the world today. Standard electoral process remains the surest means of establishing this form of government of peaceful intent.

While giving insight to the true meaning and essence of elections, Idemeko (2007) held that "democracy is not all about elections and the electoral process but then we cannot deny the fact, that an excellent electoral process defines true democracy. That is one of the defining hallmarks of democracy, the opportunity it provides inhabitants of a geo-political space to periodically refresh its governance system with new operators and ideas. Election makes it possible for the electorate to choose between alternative ideologies; political parties and candidates in a way and manner that gives the majority its way but also guarantees that the minority have their say".

In its meeting note at the Praia conference on Elections and stability in West Africa held in May 2012, the International Peace Institute submitted that "Periodic and genuine elections are seen as a key component for enhancing the legitimacy of a government and strengthening the social contract between citizens and their governments. The principle of democracy would have thus been meaningless if there is no standard modernism that allows the people to choose for themselves the leaders they deem fit to lead them".

Operationally Farrell (2006:1) observed that elections lie at the heart of the relationship between parties and democracy, just as it is impossible to conceive of a definition of representative democracy which does not place elections centre-stage, so it is also difficult to conceive of a definition of parties which does not place stress on their electoral function". While the functions of political parties may not form the made issue of discourse, this assertion buttresses the all-encompassing essence of election as a panacea for assisting political abnormalities as well as fostering sustainable progress in the society.

Theoretical Framework:

This study is hinged on the theoretical construct of the Agenda Setting and media system Dependency theories.

The Agenda Setting theory holds that the media possesses the ability to "put pictures in the head of the people" (Lippman 1922). Thus the media by setting its agenda tells the people what to think about. The people on their own may not successfully set agenda for themselves owing to innumerable limitations. However the media with its reliable status within the society has the capacity to tell the people what to think about. According to Baran and Davis (2006),the press is significantly

more than a purveyor of information and opinion. It may not be successful much of the time in telling people what to think; but it is stunningly successful in telling its readers what to think about. And it follows from this that not only on their personal interests but also on the map that is drawn for them by the writers' editors, and publishers of the paper they read.

Hence it follows that the Agenda setting theory can help in setting the peace agenda in the upcoming elections. As Orji-Egwu (2012: 190) observed, people attach more importance to some issue than others, through the activities of the mass media. With an active media in place, the gospel of peaceful elections can be spread to the entire citizenry.

Similarly, the media Dependency theory holds that the more a person depends on having his or her needs met by the use of the media, the more important will be the role that media play in the person's life; and therefore the more influence those media will have on the person, Baran and Davis (2006: 324). If the media satisfies the people in some aspects of their needs, there is no doubt it can draw the attention of the people towards the pursuit of peace in the 2015 general elections.

Brief History of Nigeria's Elections:

It has been suggested by some school of thought that the controversies, which shrouded the first post independence national election of 1964 and the 1965 Western Region election to a great extent led to the first coup of January 15, 1966. Both elections were flawed and marred by all kinds of irregularities and chaos. Other elections held between, 1979 to 2011 were equally far from being transparent.

Obi (2007) aptly summarized the history of Nigeria elections thus; Nigeria has a history of hotly contested election; 1959, 1964/65, 1979, 1983, 1993 (annulled at the Presidential stage) 1999, 2003, 2007 and 2011. Three issues stand out in all the elections: the high stakes and zero-sum contest between factions of the political elite for power involving the use of force and electoral malpractices, the contradictions and crisis surrounding the politics of succession, and the credibility of the electoral process as a non violent broadly representative modality of addressing the critical challenges in Nigeria's federalism and democracy.

While the 1993 election which was won by Late MKO Abiola but annulled by Gen. Ibrahim Babangida's regime is still adjudged as the freest election ever held in Nigeria, the 2011 election which saw the emergence of President Goodluck Jonathan was equally given a pass mark. The 2011 general election came with a lot of significant changes. First it saw the emergence of the first southern minority president in the person of Goodluck Jonathan defeating the veteran opposition leader General (RTD) MuhammaduBuhari in a landslide victory. Apart from that, 72 of 109 Senators lost their seats, while 260 out of 360 members were newly elected in the House of Representatives. The ruling People's Democratic Party lost its two third majorities in the senate and now holds the governorship in only 23 out of the 36 states, compared to 27 after the 2007 elections.

As observed by the Informational Crisis Group, 2011 elections shattered the PDP's one time near invincibility. After three flawed elections- 1999 that heralded the fourth Republic, 2003 and 2007, the last being the most discredited –the 2011 Polls were critical for Nigeria's fledgling democracy and overall political health.

Although the 2011 elections were considered an improvement compared to other previous held elections, it was still not without its minuses. There was a large scale post-election violence in the north which claimed about 1000 innocent lives, thus the elections apparently became the bloodiest ever. The polls were equally not free from mal-practices, logistical deficiencies and procedural inconsistencies. However, on balance, the strength of the elections outweighed its weaknesses, thereby making it tolerable at least. In the election, there seemed to be a common agreement among Nigerians on the candidacy of President Goodluck Jonathan and thus his emergence was seen as the triumph of the people's desires. The Independent National Electoral Commission (INEC) headed by Prof. AttahiruJega seemed sincere enough to do its job and in the end recorded some serious achievements. Nonetheless, there is still room for further improvement at the heels of the 2015 general elections; every hand should be on deck to ensure greater improvement.

The Cross of Electoral Violence in Nigeria

Writing in Vanguard newspaper of September 15, 2011, Mohammed Adoke described three ways through which electoral violence can be manifested;

a. –Pre election Violence
b. –Violence during elections and
c. –Post election Violence

Pre-election violence occurs mainly at the stage of party primaries, when contestants from the same party jostle for tickets to become flag bearers. Experience has shown that at this stage, thuggery, arson, shooting and maiming are deployed to achieve a particular objective.

The pattern of violence at the election stage is not remarkably different. However in addition to the methods mentioned above, snatching of ballot boxes and papers, kidnapping or abduction of electoral officers and party agents, forcefully preventing voters from exercising their franchise, forcing electoral officers to alter or deface results or result sheets.

The third category which is post election violence manifests on same manner as pre-election violence and usually perpetrated often times by shooting, looting, arson and wanton destruction of lives and properties usually perpetrated by members of a political party that did not win the election.

Apparently Nigeria has witnessed all three forms of electoral violence mentioned above. The post election violence which greeted the 2011 general elections is still fresh in memory.

Although acclaimed to have witnessed great improvements, the election was equally adjudged the bloodiest of all election ever held in the country. Top of the list of the causes of these travesties include ethnic and religious sentiment. Our ethnic diversity as well as multi religious background has become more of a problem than pride. Selfish politicians and opinion molders capitalize on these divergences to execute their inhuman agendas by instigating hatred and animosity between one ethnic or religious group and the other. The political arena hence becomes a battle field where even religious and ethnic wars are fought.

2015 Elections and the Peace Agenda

Once again the political terrain of Nigeria is heating up. The 2015 election is on the lips of both the candidates and the electorates. The candidates are all running around already looking for ways to safeguard their paths to power. The electorates as usual are on the side track; taking the heat and being the grasses suffering the painful effect of tussle between two warring elephants.

Recently, the Nigeria Governors Forum election made the headlines on every news media, unfortunately not for positive reasons, but for the show of shame which greeted its last held election. One wonders what becomes of the rest of us if a forum of just 36 men cannot conduct a peaceful election. Could this be a reflection of the bigger picture? Sequel to the Governors forum crisis is that of Rivers state which is popularly believed to have resulted from the faceoff between Governor ChibuikeAmaechi the factional Chairman of the Governor's forum and President Goodluck Jonathan. The bone in contention was said to be the Governor's refusal to back the President's 2015 ambition. Whatever be the case, what these occurrences clearly show, is that we are yet to learn from history. If one is to go by the present political situation in our country, there is no doubt that violence may be inevitable. The youths are yet to be actively engaged in the so-called jobs government is creating. They are rather actively engaged in various acts of abnormalities, thuggery and violence.

The International Crisis group posited in their analysis of the 2011 Nigeria elections, that to ensure a free and fair election a combination of electoral, constitutional and economic reforms needs to be undertaken. Again it called for the adoption and implementation of the 2009 Uwais Electoral Reform Committee report as a panacea to the electoral problems of the country. The freedom of Information (FOI Act) which was signed into law in May 2011 should be adequately utilized, while constitutional reforms should be holistically approached. At this stage, the Nigerian democracy no doubt should be in the ranks of the enviable, alongside countries like Ghana and South Africa. The 2015 election presents us yet again with a golden opportunity to get our acts together, allow ourselves to be guided by reason and redefine our political process.

The Role Of The Media In Ensuring A Peaceful Electoral Process.

One of the greatest remark ever made in support of media's power was credited to one time American President Jefferson, he said "I would rather have a government without a legislature, than a government without a newspaper". Indeed the role of the media in the society cannot be overemphasized as they are glaring enough. Okunna (1999) summed it up thus; the information function of the Mass Media is all embracing and indispensable for the meaningful existence of members of the society. Through their various contents, the Mass Media collect, store, process and disseminate news, data, pictures, facts, messages, opinions and comments which members of the public require in order to react knowledgeably to personal, environmental national and international conditions as well as to be on a position to take appropriate decisions. "It follows thus that no progress bound society can do without a vibrant media.

The case of elections is no different. A credible and transparent poll is said to be the core of every standard democratic process. The conduct of standard and successful elections to a large extent depends of how vibrant the nation's media is.

This is to say the media can make or mar any electoral process and by extension the whole nation. With its watchdog role the media stamps its feet on the ground and ensures that the right is always done through, objective, fair, balanced, accurate and professional reportage. By ensuring content immune from external or internal interference the media gives balanced and transparent coverage to elections, thereby ensuring the enthronement of people's will.

While describing the essential role of the Nigerian media in the successful conduct of election in Nigeria, the Democratic Governance for Development wrote in its 2010 report; "Democratic governance is a concept that emerged from the principles that are based on the understanding that an effective system of democratic governance is one which is based on representative, equitable (across gender and other categories), transparent, accountable and inclusive institutions; a vibrant, responsible and capable media; and a dynamic society which is engaged in the political process. The Nigerian media has had a vibrant media that has been in existence for over a century. Nigeria today is blessed with private and public or independent media institutions plying their trade in Nigeria cutting across both print and electronic platform.

In fairness to the mass media, as the fourth estate of the realm, they have played a key role in educating and informing Nigerian electorates on the electoral process of the nation. Its active impacts are felt during elections, party and candidate campaigns as well as voter registration. It assumes an imperative role in the crusade for violence-free polls, promotion of transparency and accountability in government and ensuring that Nigerian populace are kept abreast of happenings in the country, especially in the electoral process (DGD Report; 2010). The 2011 general elections bore true testimony to the efficacy of the media in ensuring organization, peace and protection of the masses' right. The media that was most utilized was the social media.

For the sake of emphasis, Kaplan and Haenlein (2010) gave six classes of the social media;
- Collaborative projects (eg. Wikipedia)
- Blogs and micro blogs (eg. Twitter)
- Content communities (eg. YouTube)
- Social networking sites (eg. World of War craft)
- Virtual social world (eg. Second life)

Out of these six classes of the social media, only three (blogs and Micro blogs, content communities, and social networking sites) were relevant in the electoral process. The social media were very effective in political communication in that it bridged some of the lapses of the traditional media channels; it greatly complements the traditional media. Stroud (2008) while backing the social media revolution submitted that, social media has shaped political communication in that it has deepened segmentation of audience triggered by the rise of network television channels and specialized magazines and websites. Segmentation of audience is a product of two main elements of the social media, diversification of coverage and selective exposure. According to Mcnamara (2008) the use of social media in Nigeria's 2011 elections reflects a global trend towards "Internet elections" or "E-electioneering".

Owing to its ease of use, speed and reach the social media had become a major election information sharing platform globally. A lot of politicians tapped into the potentials of the social media for campaigning. According to findings by Policy and Advocacy Legal Centre, in December 2010 President Goodluck Jonathan had nearly 300,000 fans on his Facebook page (Ekine 2010). Other presidential aspirants like Ibrahim Babangida, Ibrahim Shekarau, NuhuRibadu, Dele Momodu, AtikuAbubakar all had Twitter and other social media account. The social media offered them a veritable means of reaching diverse audience and seeking for their support. Apart from this, the social media offered the electorates an opportunity to protect their votes through election observation. The subversion of people's mandate as Ibrahim and Ibeanu (2009) observed in the previous elections of 2003 and 2007 were greatly reduced through the effort of the social media. The social media made it possible for instant monitoring of the happenings at the polling station while feedbacks were given automatically through mobile phones, camcorders, computers and other electronic devices. Omokri (2011) in the aftermath of the election observed that the widespread use of real time media severely limited electoral malpractices. Amuchie (2012) also cited in concurrence with the statement of AttahiruJega the chairman of Independent National Electoral Commission (INEC) "the use of the social media during 2011 elections enhanced transparency in the electoral process and made INEC more accountable to the public in the conduct of elections". Indeed the social media proved itself in the election as what Sweeter and Lariscy (2008:179) avers that "the a read-write web, where the online audience moves beyond passive viewing of web content to actually contributing to the content".

Beyond the conduct of the election proper, the Independent National Electoral Commission (INEC), other well meaning organizations and concerned individuals took to the media to sensitize the people on the need to shun violence and embrace peace. It encouraged the victors to extent hands of friendship to the defeated and equally enjoined the aggrieved to follow due process and appeal to the tribunal rather than take laws into their hands by fomenting acts of violence. The social media apart from its positive use was also used to trigger the 2011 post-election through rumours and inflammatory remarks (Harwood and Campbell 2010).

The much hype about social media nonetheless did not demean the efforts of traditional mass media. Indeed the vibrancy of the social media made its traditional counterpart to sit up and become more active.

Conclusion

The 2015 Nigeria general election is gradually drawing closer. The previous election has provided us with litmus of how far we have fared. In truth there is a lot of room for improvement. The media, considering its attributes has been adjudged a guarantor of stable future for our electoral process. Therefore, it must be put into good use by all and sundry so as to attain democratic Nigeria of our dream. Against this backdrop, it is the position of this paper that the mass media should be effectively utilized in a manner that guarantees peaceful elections. This is because if the mass media allow campaign messages laddened with sentiments (religious, ethnic and stereotypes to pass through without filtering; they would be failing in their agenda-setting and watchdog roles. Political parties, candidates and the electorates must therefore, sharpen their sensibilities and respond to issues with caution so as to

collaborate with, and support the mass media in guaranteeing peaceful and credible elections, come 2015.

Recommendation

Having recognized with plausible instances the essential role the media has in ensuring peaceful elections. It is worthwhile to suggest few ways that the media can excel better if adopted.

First government should ensure that press freedom and freedom of Information bills are not just mere lip service. The ability of the media to perform its duty efficiently lies to a greater extent on how free it is. Journalists should be allowed to ply their trade without interference. They should be properly protected too while on election duty in the instances of violence.

Secondly, the media in themselves must never lose sight of its social responsibility functions. It must not be found wanting in the area of fairness, equity, balance, and accuracy. Since it is a people oriented government, the people's interest must be paramount.

Thirdly, the rise of the social media should be seen as a blessing more than rivalry. Irrespective of its lapses the traditional journalist should work hand on hand with the citizen journalist thus edifying the profession the more.

Again all forms of news commercialization, brown envelope and quackery should be eschewed as the exercise in question is no trivial affair.

The media should never support or preach violence in any form. The media is not just to inform but to mediate; and in mediation the mediator must be neutral to achieve result.

Finally, having seen the efficacy of the media agenda, government, electoral bodies and the electorates themselves should tap into its promising potentials to achieve peaceful results in 2015 elections

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Influence of Elite Journalism Practice on Socio-economic and Political Transformations of Society: An Analysis of The Times of London as a Global Elite Newspaper

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Introduction

Like other media of mass communication, newspapers function in society toinform, educate and entertain; a process through which it influences public opinion bycounseling, guiding and advising and persuading readers to toe certain lines of thoughtand carryout some desired actions. By so doing, newspapers play a crucial role of helping to preserve and transmitculture, shaping and fostering society's political ideals, refocusing socio-economic and political policies, and thereby transforming society. It is in recognition of these vital functions of newspapers insociety that the commission on freedom of the press as observed by Wolseley andCampbell (1957) in Jones (2009, p. 3) prescribed that newspapers (press) should serve as ameans of projecting the opinions and attitudes of the groups in society with one   another and a means of presenting and clarifying the goals and values of society adding that theyshould provide "a forum for the exchange of comment and criticism.

Newspapers were the most powerful sources of information to the public before the advent of broadcasting, therefore, wielding enormous influence on all segments of society. As thefirst media of mass information dissemination, newspapers enlighten"the public, servicesthe political system and safeguards personal liberties. Krasner and Chaberski(1982, p. 264) notes that newspapers carried out surveillance on society or the environment, discusses threats andopportunities affecting the valued position of the community as well as the component partswith it. Emphasizing the importance of newspapers in society, Krasner and Chabeski(1983, p. 267) assert that James Madison, a one-timeAmerican president remarked that "it isthe newspaper that has made democracy possible", adding that "we should be able todefend and define its unique functions as a vital and indispensable medium of mass communication in a free civilization".

Inspite of the important functions of newspapers to society, they are noted to mostoften perform their functions in a dysfunctional manner to the peril of the society

ratherthan its advantage when acting under certain selfish interests. It is this dysfunctionalattitude of newspapers that have made them to be variously accused, attacked and severely criticized bymembers of the Nigerian public in recent time. Assessing the situation, Merrill (1968, p. 6) observes that "when oneglances about at the reading care offered by the newspapers generally and at thedisjointed manner in which it is presented, one would understand why astutepress criticsindict newspapers". According Merrill (1968), newspapers are criticized for being mainly inane sheets of gossip or instruments of national propaganda seeking to create barriers to understanding by presenting withoutinterpretation "unreal" and "alarmist" news without context of meaning and often withoutfollow-up.

Although this assertion came during the era classified in journalism history as 'junk or yellowjournalism'during which ethics were not given any regard and pecuniary interests of the papers and their publishers took centre stage, it is apparent that some newspapers in contemporary era are still guilty of this trend. Notwithstanding, even in the era of yellow journalism, some papers stocked to their definingideologies and practiced journalism with dignity and caution. Although few in numberthey have worked themselves unto the world scene as the elite press based ontheirintegrity and intelligence.*The Times* of London, still in circulation today is one of such papers that have stood their ground, and have come to be reckoned as the most renowned elite papers of the world. *The Times* of London throughout its existence have exerted enormous influence on the socio-economic and political transformations of society.

The Paucity of the Elite Press

Elite press as observed by Merrill (1968, p. 7), are a group of small but seriousnewspapers whose standards of editorial practice are conditioned more by an intellectualorientation and an idealistic vision than by a desire for mammoth circulation orimpressive profits. Merrill (1968) notes that although the elite newspapers are serious in tone andlacking in flippancy so common in journalism, they are really optimistic papers; theyoffer the invitation to consider the ideas hopefully and critically, to dissect issues and tosolve problems.Justifying his description of elite papers, Merrill (1968, p. 8) stated that "if they were notbasically optimistic, they would not take serious things so seriously". The elitenewspapers in effect say to the reader; "let us reason together, let us be calm andrational".The criteria for determining which of the world's newspapers rank among the elitecan be as varied as the purposes or the individuals who have undertaken the evaluationtask and the period during which the evaluation was done (Gross, 2005, p. 3).

Notwithstanding his commentary on classification of elite newspapers, Gross(2005) totally accepts criteria used by Merrill (1968) and states that elite papers must be associated with seriousness of tone, influence among world leaders, linguistic sophistication andexemplars for other journalists, while showing high concern for culture. Corroborating this position,Fisk (2005, p. 116) noted that credibility, breadth of coverage, reliability and accuracy of information, depth of reporting,informed analysis and a high sense of responsibilitypredicated on editorial freedom are core values of elite newspapers. In aconfirmatory study of newspapers classified as elites in 1968, Merrill (1999) in Valdiva(2003, p. 11) notes that although worldwide desert of mass, too often crass newspaper mediocrity exists, anoasis of thoughtful

international newspapers thrive. According to Valdiva (2003),"these global-elite newspapers offerreaders responsible, in-depth content" and "they help shape the world view of otherjournalists, politicians, academicians and an assortment of opinion leaders by presentingthe world as a single, interconnected entity.

Valdiva (2003, p. 12) observes that although struggling against great odds, elite newspapers have stood the test of time and have remained serious newspapersinterested in international undercurrents of similarity, not differences in their world view. The elite newspapers appeal to thought and logic, not to prejudices and emotion. This implies that elitenewspapers, regardless of their place of publication or language are relatives of one anotherand are interested in solidifying the world through discourse of ideas and issues, not infurther splintering it with mere facts. That is, when facts are put into perspective andanalyzedcritically and intelligibly, they evolve ideas and issues that could be discussed and resolved tosociety's advantage. However, by mere statement of facts without careful analysis tosubstantiate the issues embedded in the facts, such facts could develop into conflicts andprobable crisis.

It is against this background that Gross (2005, p. 4) stated that the elite newspaper's reputation has not been built on sensationalism or prurience but on the quality,intelligent,serious and knowledgeable reports offered the reader with a fundamental sense of socialresponsibility that celebrates basic human rights and advocates reasonable positionsirrespective of the paper's political leaning. Gross (2005) observes that world leaders show greatconcern about the daily utterances in global elite papers because elite papers serve aleadership role in society. Emphasizing the seriousness with which world leaders take theelite newspapers, Adebanwi (2004, p. 765) citing a survey conducted by Brown (1999) observed that hardly do world leadersgo to bed without reading at least an article from the elite newspapers. This underscoresthe statement of Merrill (1968, p. 7) that "elite newspapers are the papers which serious people andopinion leaders in all countries of the world take seriously".

The Times of London as an Elite Newspaper

Founded by John Walter on January 1, 1785 as "The Daily Universal Register" the paper adopted its famous name - *TheTimes* of London three years after on January 1, 1788, publishing commercial news and notices along with somescandal. Acknowledged as one of the world's greatest newspapers and one of Britain's oldest and most influential newspapers of all times, *TheTimes* of London earned its reputation through hard work, dedication and integrity. Explaining why the newspaper is famous, O'Sullivan, Dutton and Rayner (1998, p. 21) noted that "*The Times* is a dignified, politeuncluttered and well edited newspaper, with excellent writingand editorials that are highlypolished and deceptively sharp. This corroborates the acknowledgement of the astute nature of *The Times* of London by Merrill(1968, p. 171) that:

> It has ever stood in the highest journalistic circles of the world, and despite certainweaknesseswhich critics have always delighted in pointing out, it is perhaps the newspaper which most readily comes to mind whenthoughts turn to quality daily journalism.

It is a commonplace to suggest that the mass media provide their audiences with a 'map' of the social and political world beyond their own immediate

experience. From this observation about contemporary complex society, flow other notions of media power: *agenda setting* (media capacity to focus public attention on some events and issues, and away from others); the *spiral of silence* (the withering of issues and perspectives ignored by media); *priming* (media ability to influence citizens' criteria of political evaluation); *cultivation* (the gradual adoption of beliefs about the social world that correspond to television's selective picture of the world), *framing*, and the *'ideological effect'* (the production of meaning in the service of domination) (Temple, 2008, p. 30-31). Through these processes, certain news media outlets or organisations have such as*The Times* of London have made their imprint on the conscience of society, wielding influence and power.

Operating under various ownership structures and societal frontiers, most media organisations or outlets such as newspapers often implicitly or explicitly compromise on their values. Such media outfits as a result often get entangled in controversies by getting involved in issues that question their professional stance and integrity as well as their societal watchdog functions. This explains why Kovach and Rosenstiel (2001, p. 23) argue, that "whether one looks back three hundred years, and even three thousand, it is impossible to separate news from community, and over time, even more specifically from democratic community." However, if, as Hartley (1996) puts it, journalism is the primary sense-making practice of modernity, what kind of modernity does it make when its integrity becomes compromised or put to question? This is because as Hartley (1996, p. 12) points out, the consensually preferred way of achieving journalism's classical role in society is through monitoring of bureaucracy, industries, and the state as modernity's key institutions from a slightly elevated or professionally distant vantage point. It is what scholars and news workers alike tend to describe as "hard" news — the reporting of which is considered the apex of journalism's informal hierarchy.

Presumably, *The Times* of London has lived up to this bidding of political and economic news forge that reinforces the foundations of social organization in society. As self-proclaimed gatekeepers, newspapers that do not subscribe to elitism remain shallowly focused on facts and their journalists have only their occupational ideology and news culture to rely on as a defence against either commercial intrusion or special interests (Deuze, 2005). In doing so, non-elite journalism's representation of society tends to stay the same while it simultaneously reports on a rapidly changing world. In combination with a professional preferential treatment of facts, none-elite newspapers end up representing, and thereby reproducing, existing power formations and institutionalized relationships in society — relationships that inevitably prescribe an essential mediating role to professional journalism as society's "glue" or "social cement" (Aldridge andEvetts, 2003; Meijer, 2001).

It is because *The Times* of London have been able to sustain its stance on critical thought and analysis of issues to the benefit of society irrespective of the interests at stake that it is today reckoned and revered as one of the world's greatest global elite newspaper. This did not however, come without challenges and some hard knocks. *The Times* has throughout the lifespan of its existence at various times faced financial and other challenges which caused the quality and reputation of its editorial writing to vary,though it continued to maintain high standards of reporting and accuracy.Belof (2005, p. 1) notes the numerous challenges that have plagued paper to include dwindling financial fortunes, incessant ownership and management

changes, criticisms and controversies.

In spite of the challenges, *The Times* as noted by Merrill (1968, p. 171) has won innumerable honours andawards for its quality journalism. One of these numerous awards and honours and onewhich Merrill says expresses the typical worldwide reaction to the paper, was theHonour Award for Distinguished Journalism given *The Times* in 1933 by the Universityof Missouri School or Journalism. According to Merrill (1968), the newspaper was commended for itsimpartiality and its learningcourage, as well as its incorruptible English honour. *The Times*was also praised for itscompleteness and accuracy, its urbane and cultural editorial page. It was also commendedfor its polished special articles, its excellent financial reviews and its world outlook.Another significant honour followed in 1952 from the same institution and described *The Times* as"sedate, unsensational, well-mannered, impeccably turned out" and standing forthe "sober, phlegmatic, matter-of-fact side of the British character" (Aldridge and Evetts, 2003, p. 549).

Explaining what gave *The Times* a credible image among the world elitenewspapers, Merrill (1968) in Balnaves,Mayrhofer and Shoesmith (2004, p. 194) quoting a German journalist notes that in its traditionalinsistence on truth and careful reporting, *The Times:*

> Prefers to wait twenty-four hoursand to bebeaten by competitors, rather than publish adoubtful report. It has its reward: at homeandabroad a *Times* report isconsidered correct untilthe opposite is proved. My personalten years' experience ascorrespondent in London hasshown me how rarely *The Times*is in error.

Long considered the United Kingdom's newspaper of record, *The Times* isgenerally viewed as a serious publication with high standards of journalism. As noted byPfanner (2003, p. 2), although *The Times* have diversified to satisfy all categories of Britishcitizens, "it has an image of the day and a modem morals status".

Despite its growing image, earned from astute journalism practice, *The Times* isalso associated with challenges that have made critics regard the paper as controversial.As observed by Merrill (1968, p. 172), in other events of the nineteenth century, the paperopposed popular calls for the repeal of certain laws until the number of demonstrations convinced the editorial board otherwise. Also, thepaper objected and later, only reluctantly supportedaid to victims of the Irish Potato famine. During the American Civil War too, *The Times*represented the views of the wealthy classes, favouring the secessionists, but it was not asupporter of slavery.

These instances and the financial misfortunes that rocked the paper mired itin alot of controversies. *The Times* which was known as the 'Thunderer' was to be referred asthe 'Whimperer as a result of the controversies. Belof (2005, p. 3) notes that others including employees of *The Times* feelit has gone down market since being acquired by Murdoch, citing its coverage ofcelebrities as evidence.Although this increased coverage or/and emphasis on celebrityand sports-related news is rarely given prominence on the front page, *The Times* is notwithout trenchant critics. For instance, Robert Fisk seven times British InternationalJournalist of the year, resigned as foreign correspondent in 1988 over what he saw aspolitical censorship of his article on the shooting down of Iran Air Flight 655 in July ofthat year.

Inspite of these odds against the paper, *The Times* has been able to maintain focusin intelligent, knowledgeable, accurate and well-articulated facts in its

operations. It isagainst this backdrop that although himself a critic of the paper, Brown (1999, p. 16) notedthat *The Times* is still a paper of the establishment, the government, the nobility, theruling-class "but it is definitely independent and not a conservative spokesman as it isoften accused of being". This reinforces the view of Merrill (1968, p. 176) who quoted SirWilliam as saying the paper is ideologically "in the centre" and that it is designed for the"intelligent readers of all classes".

Influence of *TheTimes* on Journalism, Politics, Economic and Social Life of Society

Society is both the source and end destination of news, in such a way that journalism is inevitably involved in the exercise of power and not just the power of governments, propagandists and advertisers.The often cited or alleged 'power of the press' lies in the many consequences sought or experienced by both 'senders' and 'receivers' of news, especially when effects relate to issues of public importance. In this context, 'power' can only mean 'influence' and persuasion, since information cannot in itself coerce. Sometimes the apparent power is a simple consequence of the volume of publicity, with no intention of influence involved. All agencies that operate in the public sphere are vulnerable to reactive effects caused by information circulated publicly and outside their own control.

The capacity to have influence stems from certain general circumstances of the operation of the press. According to Downie and Kaiser (2002), primary amongst these are: the de facto ability to 'control the gates' of communication to the public at large, deciding who and what will receive varying amounts of publicity; some control over the quality of this publicity – whether positive or negative; the dependence of many institutions of society on the news media as their main channel to the public but also the window through which they are themselves routinely perceived. The effects at issue relate to public behaviour stimulated by news, or to attitudes and opinions formed on the basis of news information. The news media can affect choices in matters of consumption, voting and public reputation, whether intentionally or not. We should keep in mind, however, that the 'power of the press' is not an intrinsic property of the media, but largely the outcome of forces at work in the society that are mediated by way of the media.

Aside from sheer reach, it depends on the degree of trust and respect accorded by the public to media sources. Whatever type or degree of power that can be attributed to the press, the situation of general dependence on flows of public information inevitably raises issues of the rights and responsibilities of journalists and leads to demands for accountability. Social theory of the press (ideas of what journalism ought or ought not to do) flows quite directly from the links of purpose, cause and effect that have been indicated.As it has been through the years, *The Times* today is recognized as one of thegreatest newspapers of the world because of its exercise of enormous influence onjournalism practice, politics, the economy and social life, not only in the United Kingdom but elsewhere around the world.

The relationship between newspapers, politics and the marketplace is a complex and broad matter. It is however, on record that before the advent of yellow journalism, the press was dominated by the professional political reporting of *The Times* of London (O' Malley, 2002, p. 156). Holding pretensions to enlighten and inform its elite reader, *The Times* embodied ideals of the press as the 'fourth estate',

aiming to inform public opinion by acting as an indispensible and independent link between the national institutions of the legislature, judiciary and the executive. Notwithstanding, repeal of stamp duty in Britain coupled with developments in technology and society all served to end the dominance of *The Times* of London as other newspapers sprang up in equal measures (Stöber, 2004, 24).

Accordingto Merrill (1968, p. 176), *The Times* of London irrespective of the new entrants into the field remained respected and appreciated for its thoroughness in newscoverage. Although it is highlyselective compared to other quality papers, it has oftenshown remarkable foresight in seeing the future importance of an event and hasrecognized the importance of ideas long before "newsworthy" activities emerged fromthem. With this background and the paper's thoughtful and interpretative articlescoupled with its calm and rational discourse, *The Times* has championed the cause ofinvestigative, intuitive and interpretative journalism (Fisk, 2005, p. 210). According to Fisk (2005), *TheTimes* was the first newspaper to send war correspondents to cover particular conflictsand since then, war orconflict reporting is taken seriously by all media organizationsaround the world. William Howard Russell, the first war correspondent in the worldduring the Crimean War, was immensely influential with his dispatches back to England.As Fisk notes, Russell's critical reports of British management of the Crimean Warhelped bring down the cabinet in 1855 and led to a needed Army reorganization.

The Times is known to wield a lot of political influence in Britain. It is in this lightthat Brown (1999, p. 1) declared that "English people participate in the government of theircountry by reading *The Times* ". Brown (1999) refers to *The Times* as self-government of the Britishpeople noting that much of what constitutes Britain's foreign policy is shaped by *TheTimes*.Little wonder then that Merrill (1968, p. 174) declared that the United Kingdom hastwo ambassadors in each world capital, "one sent by the Queen and another by *The Times*of London newspaper".Another significant influence of *The Times* on politics is in 1932 when thepaper enthusiastically supported the Great Reform Bill which reduced corruption andincreased the electorate from 400,000 to 800,000 people. This feat began the fight against corruption around the world.

On the journalism front, thepaper in June 1990, ceased its policy of using courtesy titles (Mr., Mrs., Miss prefixes forliving persons) before full names on first reference, but it continues to use them beforesurnames on subsequent references, confining the more formal stage to the "court andsocial" page. Since *The Times* introduced this change, other newspapers around the worldhave followed suit, and today, it has become the editorial standard for most media organisations throughout the world. On the ethical plane, a former KGB officer, Mr. Lebedev who was a financier ofthe paper wanted to buy it over when the paper was undergoing financial extinction butthe editorial board was suspicious that he would influence the editorial content based onless evidence of Mr. Lebedev's hands-off approach in his other Russian newspaperventure, the *Moscow Korrespondent;* and therefore frustrated his efforts. Commenting onthe stance of the editorial board, Fisk (2005, p. 5) retorted that this is "the paper's infusion into British journalism ofthe idea that a newspaper was independent,responsible to public opinion and not to thegovernment or owners".

Conclusion

Analysis of the of *The Times* of London as a global elite newspaper indicates that although the monopoly of the paper was broken by new entrants, it never lost focus and nonetheless became the standard gauge for other papers. This has made of *The Times* of London till date to remain influential, serving as a reference point for elite journalism practice. Also, the economic necessity of the 'quality' press to survive in an expanding market along with the aspiration of their journalists to be part of the political system led to a reliance of the new entrants on subsidy from political parties. Such a relationship rendered the newspapers as historic sources to be loaded with affiliation and ideological agendas. There was a clear conflict of interest that led some to assert that a newspapers as the 'fourth estate' was a myth as its head was in politics and its feet in commerce. This situation still gave *The Times* an edge, maintaining its position as Britain's leading elite newspaper and one of the world's best.

It is evident from the analysis that despite several odds against *The Times* of London, the paper has been able to live above board, establishing itself as an influential medium that cannot be ignored. It has demonstrated very clearly that journalism thrives on hard word, truthfulness and accuracy in news reporting; and that editorial independence is the key to sound and intelligent journalism practice. Therefore it is important that the virtues which have made *The Times* an elite paper of record should be embraced by Nigerian newspapers in order to safeguard democracy and foster peace and progress through critical discourse of issues. This is against the backdrop of the often trivial, sensational and sentimental analysis of issues without reference to similar events in the past and projection of the implications for the future; leaving no room for learning and lessons thereof.

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Total Quality Management (TQM): It's Application in Public Relations and Advertising

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Abstract

The paper "Total Quality Management (TQM): It's Application in Public Relations and Advertising" seeks to look at the relevance of the principles of TQM in the practice of advertising and public relations. The paper sees Total Quality Management as that integrated organisational effort designed to improve quality at every level. The study used Deming's Theory of Total Quality Management as its theoretical framework. The study concludes that the approach taken in achieving TQM is not different from effective public relations and advertising; therefore, public relations practice should not be based on quantity, but quality. In the same vein, advertising must present products based on qualities such as conformance, performance, reliability, durability, serviceability, as the case may be.

KEYWORDS - Total Quality Management, Public Relations, Advertising.

Introduction

Most people have had experiences of poor quality when dealing with business organisations. These experiences might involve an airline that has lost a passenger's luggage, a dry cleaner that has left clothes wrinkled or stained, poor course offering and scheduling at an institution, a purchased product that is damaged or broken, or a courier that is often late or delivers the wrong order.

The experience of poor quality is exacerbated when employees of the company either are not empowered to correct quality inadequacies or do not seem willing to do so. The consequences of such an attitude are lost customers and opportunities for competitors to take advantage of the market need. Successful companies understand the powerful impact customer-defined quality can have on business. For this reason, many competitive firms continually increase their quality standards.

Making quality means putting customer needs first. It means meeting and exceeding customer expectations by involving everyone in the organisation through an integrated effort. Total Quality Management (TQM) is that integrated

organisational effort designed to improve quality at every level. TQM is about meeting quality expectations as defined by the customer.

The paper seeks to look at the applicatory role of TQM in public relations and advertising. We shall therefore, look at the three concepts – TQM, public relations, and advertising individually to enable us understand how to apply TQM in them respectively.

Total Quality Management is one of the management philosophies that deals with expanding global competition. TQM, according to Needles, Powers, Mills and Anderson (1999:674), is an environment in which all functions work together to build quality into the organisation's product or service. Here, workers function as team members and are empowered to make operating decisions that improve both the product or service and the work environment.

TQM focuses on improved product quality by identifying and reducing or eliminating the waste of resources caused by poor product or service quality. Emphasis is placed on using resources efficiently and effectively to prevent poor quality and on examining current operations to spot possible causes of poor quality. Improved quality of both the work environment and the product or service is the goal of TQM. TQM results in reduced waste of materials, higher quality goods, and lower production costs in a manufacturing environment and time savings and higher-quality services in service organisations. Bratton and Gold (1999:114) also add that where TQM is applied, there are fewer quality control inspectors and fewer rework hours. Here too, people learn to work smarter.

The Evolution of Total Quality Management

The concept of quality has existed for many years, though it's meaning has changed and evolved over time. In the early twentieth century, Goetsch and Stanley (1995:114) record that quality management meant inspecting products to ensure that they met specifications. In the 1940s, during World War II, quality became more statistical in nature. Statistical sampling techniques were used to evaluate quality, and quality control charts were used to monitor the production process. In the 1960s, with the help of so-called "quality gurus," the concept took on a broader meaning. Quality began to be viewed as something that encompassed the entire organisation, not only the production process. Since all functions were responsible for product quality and all shared the costs of poor quality, quality was seen as a concept that affected the entire organisation.

The meaning of quality for business changed dramatically in the late 1970s. Before then quality was still viewed as something that needed to be inspected and corrected. However, in the 1970s and 1980s many U.S. industries lost market share to foreign competition. In the auto industry, manufacturers such as Toyota and Honda became major players.In the consumer goods market, companies such as Toshiba and Sony led the way. These foreign competitors were producing lower-priced products with considerably higher quality.

To survive, companies had to make major changes in their quality programmes. Many hired consultants and instituted quality training programmes for their employees. A new concept of quality was emerging. One result is that quality began to have a strategic meaning. Today, successful companies understand that

quality provides a competitive advantage. They put the customer first and define quality as meeting or exceeding customer expectations.

Since the 1970s, competition based on quality has grown in importance and has generated tremendous interest, concern, and enthusiasm. Companies in every line of business are focusing on improving quality in order to be more competitive. In many industries, quality excellence has become a standard for doing business. Companies that do not meet this standard simply will not survive.

Since its evolution, TQM, as Keghku (2005, p.202) noticed, has been practiced in many successful companies and other organisations in Japan, USA, Europe and other parts of the world including Nigeria. In Nigeria, it has been quite effective within the private sector, particularly the oil industry, financial institutions and some manufacturing firms.

The term used for today's new concept of quality is TotalQualityManagement or TQM. The old concept is reactive, designed to correct quality problems after they occur. The new concept is proactive, designed to build quality into the product and process design.

Harris (1996) identifies the following as the principles of total quality management:

1. Quality can and must be managed
2. Processes, not people, are the problem.
3. Don't treat symptoms, look for the cure.
4. Every employee is responsible for quality
5. Quality must be measurable.
6. Quality improvements must be continuous
7. Quality is a long-term investment.

What these principles suggest is that quality must be top on the minds of every producer at all the stages of production and as it concerns all the key players in order to remain in business.

Making TQM work

In the modern context, TQM is thought to require participative management; continuous process improvement; and the utilisation of teams. Participative management refers to the intimate involvement of all members of a company in the management process, thus de-emphasizing traditional top-down management methods. In other words, managers set policies and make key decisions only with the input and guidance of the subordinates who will have to implement and adhere to the directives. This technique improves upper management's grasp of operations and, more importantly, is an important motivation for workers who begin to feel like they have control and ownership of the process in which they participate.

Continuous process improvement, the second characteristic, entails the recognition of small, incremental gains toward the goal of total quality. Large gains are accomplished by small, sustainable improvements over a long term. This concept necessitates a long-term approach by managers and the willingness to invest in the present for benefits that manifest themselves in the future. A corollary of continuous improvement is that workers and managers develop an appreciation for, and confidence in TQM over a period of time.

Teamwork, the third necessary ingredient for TQM, involves the organisation of cross-functional teams, within the company. This multi-disciplinary team approach helps workers to share knowledge, identify problems and opportunities, derive a comprehensive understanding of their role in the overall process, and align their work goals with those of the organisation. The modern "team" was once the "quality circle", a type of unit promoted by Deming.

For best result TQM requires a long-term, cooperative, planned, holistic approach to business, what some dubbed a "market share" rather than a "profitability" approach. Thus a company strives to control its market by gaining and holding market share through continuous cost and quality improvements – and will share profits to achieve control. The profitability approach, on the other hand, emphasises short-term stockholder returns – and the higher the better.

A Checklist of Major Concepts of Total Quality Management

Gurus of the TQM discipline like Deming, Juran, Crosby, Ishikawa and Feigenbaum defined the concept in different ways but still the essence and spirit remained the same. Below is a checklist of all their definitions or descriptions of TQM as presented by Keghku (2005, p.203).

- Do the right things right, first time every time.
- Achieve quality in everything-people, products and service.
- Strive for excellence and continuous improvement.
- Strive for Total customer satisfaction (TCS)
- Apply management by objectives (MBO) for shared knowledge and experiences.
- Practice pro-active management (bench-marking)
- Strengthen the supplier/customer chain
- Invest in good quality products and services.
- Motivate employees for effective result.
- Reduce or eliminate product defects.
- Ensure sound technical policies.
- Reduce waste in the area of cost and ensure sound financial management.
- Keep tabs on internal and external communication.
- Emphasize the right public attitude.
- Practice Total Quality Public Relations (TQPR).

Total Quality Management Model

Source: Total Quality Engineering Inc. (2010)

There are so many models open to organisations for the implementation of TQM. These include the Deming Application Prize, the Malcolm Baldrige Criteria for Performance Excellence, the European Foundation for Quality Management, and the ISO quality management standards. Any organisation that wants to improve its performance would be well served by selecting one of these models and conducting a self-assessment.

The simplest model of TQM is shown in the diagram above. The model begins with understanding customer needs. TQM organisations have processes that continuously collect, analyse, and act on customer information. Activities are often extended to understanding competitor's customers. Developing an intimate understanding of customer needs allows TQM organisations to predict future customer behaviour.

TQM organisations integrate customer knowledge with other information and use the planning process to orchestrate action throughout the organization to manage day to day activities and achieve future goals. Plans are reviewed at periodic intervals and adjusted as necessary. The planning process is the glue that holds together all TQM activity.

TQM organisations understand that customers will only be satisfied if they consistently receive products and services that meet their needs, are delivered when expected, and are priced for value. TQM organisations use the techniques of process management to develop cost-controlled processes that are stable and capable of meeting customer expectations.

TQM organisations also understand that exceptional performance today may be unacceptable performance in the future so they use the concepts of process improvement to achieve both breakthrough gains and incremental continuous improvement. Process improvement is even applied to the TQM system itself.

The final element of the TQM model is total participation. TQM organisations understand that all work is performed through people. This begins with leadership. In TQM organisations, top management takes personal responsibility for

implementing, nurturing and refining all TQM activities. They make sure people are properly trained, capable and actively participate in achieving organisational success. Management and employees work together to create an empowered environment where people are valued. All of the TQM model's element work together to achieve results.

Understanding Public Relations

Public relations is a form of communication that has been in existence since the creation of man. In an organisation, public relations is considered a two way communication between an organisation and the audience critical to its success. It is the management activity responsible for the creation of favourable attitudes among key audiences. It is the management function primarily responsible for shaping and implementing policies of mediation among social, political and economic interests capable of influencing the growth and survival of an organisation's basic franchise.

Looking at the Mexican statement (1978) which is an all embracing definition of public relations, it is seen as:

> The art and social sciences of analysing trends, predicting their consequences, Counseling organisation leaders and implementing planned programmes of actions which will serve both the organisation and publics' interest (Ajala, 2001:13)

This definition is considered all-embracing because it addresses so many management functions-from research into the needs of the public to satisfying these needs which are of interest to them. That is to say, public relations actions do not benefit only the organisation or the sponsors of the action.

Keghku (2011:172) believes that in the public relations parlance, sound relationships with the public over time are usually reflected in the performance that satisfies the public and the communication of such satisfactory performance. In other words, it is performance of those activities of public interest identified with any organisation as they carry out the organisation's objectives that eventually culminate in acceptable public attitude towards the organisation.

The implication of the foregoing is the recognition of the public interest; the responsible performance on the part of an institution or government or organisation is the foundation of sound relationships. In essence, satisfying the public interest to the mutual advantage of all parties is a prerequisite in meaningful/sound public relationships.

The purpose of public relations in any organisation, as seen by Asemah (2010:254) includes among other things, attracting more customers and building bigger business for a business organisation and helping it to meet with competitions, helping business and non-business organisations to secure favourable legislation and to ward off unfavourable legislation. Public relations is also aimed at helping to maintain loyalty, respect and love for the organisation among its various internal and external public, as well as winning and sustaining acceptance for an organisation's policies. Public relations also helps to combat false publicity or propaganda and embark upon informative communication and persuasive programmes for organisation's public.

Establishing and maintaining mutual understanding between the organisation and its public is what constitutes public relations practice. Public relations practitioners

can make quite an impact in their organisations when they always have at the back of their minds public relations objectives. The major objectives of public relations according to Okafor (2002:53) are:

- To build confidence, goodwill and trust between an organisation and its public. To achieve this, public relations must advise management not to compromise standards, and issues concerning the organisation's public must not be treated with levity.
- To attract new business through deliberate planned and sustained efforts. This means that public relations must make people want to do business with the organisation.
- To retain employees' loyalty. When employees are loyal, they will not need to be monitored before they do the right things.
- To remain socially responsible. The objective of making the organisation socially responsible can be achieved through community relations and social responsibility. An organisation that is socially responsible hardly experiences hostility from host community or members of the public.

Understanding Advertising

Advertising is a non-personal communication that is paid for, identified by a sponsor, directed at a target audience, through the various mass media like radio, television, newspapers, and magazines with the aim of creating awareness about goods and services.Advertising, according to Asemah (2010:2) is a controlled, identifiable and persuasive communication that is presented via the mass media and designed to develop product demand and to create a company's image. One can go a step further to describe advertising as a form of communication which attempts to interpret the qualities of products, services and ideas in terms of consumer's needs and wants.

Advertising has to do with informing the public about the existence of something. It is giving of notice so as to draw attention. Advertising is unique and special and if anything is to be known about the existence of a product, commodity or item, then there is the need for advertising. The broad goal of marketing communication system is to clearly explain the merits of a product to the target audience so that they will purchase it. When advertising, you have to say what will attract the consumers to the product.

In today's society, advertising has a profound impact on how people understand life, the world and themselves, especially in regard to their values and their ways of choosing products, ideas, company and general behaviour. It has gone beyond merely selling of goods and services to a more socio-economic phenomenon of providing information, awareness and persuasion for consumers to patronize products or adopt policies. Advertising is a strategic concept and tool for swaying political views at national and global levels and through it international public opinion can be changed on issues of global importance.

Arens and Bovee (1994:6) assert that advertising encompasses the following:

- Communicating messages
- Must be persuasive in nature
- Should be about an individual, concept, goods or services.

- Must be channeled through the media.
- Must have an identified sponsor(s).

Advertising mirrors the attitudes and values of the surrounding culture. No doubt, advertising, like the media of social communication in general, does act as a mirror. It is a mirror that shapes the reality it reflects, and sometimes presents.

Theoretical Framework

This study is anchored on Deming's theory of Total quality management. This theory which was developed by W. Edward Deming in the 1940s rest upon fourteen points of management. Deming also identified the system of profound knowledge, and the Shewart cycle (Plan-Do-Check-Act) to be part of the strategies of total quality management. He is known for his ratio – quality is equal to the result of work efforts over the total costs.

If a company is to focus on costs, the problem is that costs rise while quality deteriorates. As seen by Deming (1986), the system of profound knowledge consists of the following four points:

- System Appreciation- an understanding of the way that the company's processes and system work.
- Variation knowledge- an understanding of the variation occurring and the causes of the variation.
- Knowledge theory- the understanding of what can be known.
- Psychology knowledge- the understanding of human nature.

The fourteen points of Deming's Theory of Total Quality Management as presented by Evans and James (1999) are as follows:

a. Create constancy of purpose for improving products and services.
b. Adopt the new philosophy.
c. Cease dependence on inspection to achieve quality.
d. End the practice of awarding business on price alone; instead, minimize total cost by working with a single supplier.
e. Improve constantly and forever every process for planning, production and service.
f. Institute training on the job.
g. Adopt the institute leadership.
h. Drive out fear.
i. Break down barriers between staff areas.
j. Eliminate barriers that rob people of pride of workmanship, and eliminate the annual rating or merit system.
k. Institute a vigorous programme of education and self-improvement for everyone.
l. Put everyone in the company to works … accomplishing the transformation.

It is believed that in the practice of public relations and advertising, if these principles could be applied, total quality management can be said to be in place.

Total Quality Management in Public Relations and Advertising

TQM is an approach to improving the competitiveness, effectiveness and flexibility of an organisation for the benefit of all stakeholders. It is a way of planning, organising and understanding each activity, and of removing all the wasted

effort and energy that is routinely spent in organisations. Public relations is not far from this. The definition of public relations encompasses the elements of TQM mentioned above.

TQM believes in doing the right things right first time every time and satisfying customers or exceeding their expectations. Public relations also strives towards achieving these goals by being responsive to the needs of the public, courtesy and friendliness of staff, promptness in resolving complaints and consistency in the service rendered.

Quality public relations does something positive for business, non-profit and association managers about the behaviours of the key external public that most affect their operations. In other words, it alters individual perception that leads to changed behaviours among their really important outside audience.

In applying TQM, public relations practitioners must strive to select the best communication tactics in order to pass across messages for impact and persuasiveness. Dozens of those tactics are available, ranging from speeches, facility tours to emails and brochures to consumer briefings, media interviews, newsletters, personal meetings, and many others.

Public relations practitioners also need to be involved in constant audience perception monitoring, because this is the only way they can identify the misconception the publics hold about their organisation or ugly rumours that go around. That is what we have proactive management as one of the components of total quality management. By being proactive, public relations practitioners can also emphasize the right public attitude.

Again, public relations practice should not be based on quantity, but quality. It is true that the credibility of a message can depend on how it is delivered. So instead of using higher- profile tactics such as news releases or talk show appearances, it may be necessary sometimes for the practitioner to talk to smaller groups.

When an advertisement is able to capture effectively these defining qualities of a good reliability that the product will function as expected without failure;features-the extras that are included beyond the basic characteristics; durability- expected operational life of the product; and serviceability- how readily a product can be repaired. The relative importance of these definitions is based on the preference of each individual customer. It is easy to see how different customers can have different definitions in mind when they speak of high product quality.

When an advertisement is able to capture effectively these defining quality of of a good product one can say that total quality management principles have been applied.In applying TQM, advertising agencies or firms must consider speed and price as quality dimensions since there is constant change in the market.

Team work is highly encouraged in the application of TQM. So also is advertising. In order to achieve the advertising objectives, people must work as a team. The beauty of working as a team is that, what one person considers a major source of stress, another may hardly notice, and that can help them complete the job in good time.

As a manager focusing on TQM, it is very important to know your employees' preference and provide them the leeway and time to produce at their optimal level. Otherwise, they will get upset, stressed out, and thus not be able to

concentrate on the creativity that drives their motivation and the company's reputation, and thus, not being able to gain total quality management.

In some cases, clients are responsible for advertising agencies or firms turning in poor quality jobs, by requesting that a job be done urgently. The firms may have no choice, but to throw something together in such a limited time. Unfortunately, when a firm agrees to jobs solely based on the need for money, two things happen: this mediocre work becomes known as the quality that the firm produces lowering its reputation, and the client tells others about how quickly the firm puts out work, causing higher expectations from new clientele. If the firm fails to keep up the pace, the new clients will be dissatisfied and will find another firm that will do the job more quickly. But in gaining or applying total quality management, advertising agencies or firms must insist on doing the right things the first time. They should not compromise quality for money. They should demand for time (though work with speed), but if the clients would not agree, such jobs should not be undertaken, so as to preserve the reputation of the firm.

Challenges to Achieving Total Quality Management

The implementation of TQM could have so many benefits for an organisation, yet there are many companies that attempt a variety of quality improvement efforts and find that they have not achieved any or most of the expected outcomes. The most important factor in the success or failure of TQM efforts is the genuineness of the organisation's commitment. Often companies look at TQM as another business change that must be implemented due to market pressure without really changing the values of their organisation. TQM is a complete philosophy that has to be embraced with true belief, not mere lip service. Looking at TQM as a short-term financial investment is a sure recipe for failure.

Some common causes for TQM failure as noted by Goetsch and Stanley (1995) are:

- Lack of a genuine quality culture.
- Lack of top management support and commitment.
- Over - and under - reliance on statistical process control (SPC) methods.

Companies that have attained the benefits of TQM have created a quality culture. These companies have developed processes for identifying customer-defined quality. In addition, they have a systematic method for listening to their customers, collecting and analysing data pertaining to customer problems, and making changes based on customer feedback.

Conclusion and Recommendations

The commitment to total quality management operations is now a way of life in world class firms and that is why today's customers demand and expect high quality. Companies that do not make quality a priority risk long-run survival. Poor quality has obvious consequences. It creates dissatisfied customers and eventually leads to loss of business.

In order to prevent poor quality cost, companies must be involved in quality planning costs, such as the costs of developing and implementing a quality plan. Employee training in quality measurement should be encouraged as well as quality inspection to make sure that quality standards are being met.

It is also important that when an advertising firm discovers that a copy is in poor taste or when a public relations practitioner discovers that a programme is not well designed and would cause dissatisfaction among the public, he or she should call for a rework. If an organisation allows a defective item to go out or a poorly planned programme to be executed, the result may be lost of customers' faith and loyalty. This can be very difficult to regain.

It should be noted that quality is customer-driven, but it is not always easy to determine what the customer wants, because tastes and preferences change, so we recommend that companies should strive to continually gather information by means of focus groups, market surveys, and customer interviews in order to stay in tune with what customers want. They must always remember that they would not be in business if it were not for their customers.

Again, companies should always think of continuous improvement. The philosophy of TQM is based on the fact that once a company achieves a certain level of quality, there should be further improvements, since improvement could be seen as plateaus that are to be achieved, such as passing a certification test or reducing the number of defects to a certain level.

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The Normative Self-Perceptions of Journalists in Nigeria's *The Guardian* Newspaper

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ABSTRACT

The study investigates the self-perceptions of journalists in Nigeria. The study is an attempt to answer some questions as: what contributions have journalists made to the democratization of Nigeria pre-1960 and post-1960 to date? What are the self-perceptions of journalists working in Nigeria's *The Guardian* newspaper? The studies on normative theories of the press and the perceived influences on journalism practice in a democracy were adapted for this study. Since the field of research of the preceding works is the West, the Nigerian experience points to issues that were not addressed in the prior studies because of the latter's unique socio-political, historical, economic and ethno-religious structures. The data were collected and analyzed according to the Qualitative paradigm, using in-depth semi-structured individual interviews with journalists working at *The Guardian* newspaper. The journalists support the thesis that the self-perceptions of their role have changed from an adversarial position to a democratically-defined social responsibility role. Ensuring that government policies are implemented and the issues that affect the masses are reported.

INTRODUCTION

During the twentieth century, the ferment within the economic, political, social, technological, and religious spheres in countries throughout Eastern and Central Europe, Latin America and sub-Saharan Africa led to the "third wave" (that began from mid 1980s to 1990s) of transitions from non-democratic governments to democracies (Roberts, 1990; Huntington, 1990; Schmitt-Beck and Voltmer, 2006; Blankson, 2007). Huntington's notion of the "third wave" of democratization or "new democracy" is used to describe countries that transitioned during or after Huntington's "third wave" (Beizen, 2003:2). Research conducted in emerging democracies around the globe, has shown that the independence of the media in these new democracies is often threatened by political and economic elites. The elites hold the power to give licenses, revoke licenses, advertorials, punish journalists that publish information that will question their persona or policies and often use such powers against the freedom of the media (Belin, 2002; Curran, 2005; Wasserman and

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de Beer, 2005; de Smaele, 2006; Akinrinade, 2006; Voltmer, 2006; Alfaro, 2006 Blankson and Murphy, 2007; Wasserman, 2010; Ojeka and Phillip, 2011; Hadland, 2012; Sparks, 2006, 2011).

Schmitt-Beck and Voltmer (2006) using four new democracies - Bulgaria, Hungary, Chile and Uruguay as case studies – established that normative values, as they have been developed in established democracies, do not always find expression in journalistic practice in new democracies. This means that the normative values developed in established democracies often do not fit into social cultures and values of new democracies as a result of different histories and institutional structures. Schmitt-Beck and Voltmer (2006:229) however, concludes that regardless of the 'historical and institutional' differences among these countries, the media in new democracies have been instrumental in their citizens' political awareness and active political involvement. Since democracy in new democracies is in continuum, the media's role is to ensure that the rights and freedoms of the people are upheld, to make sure that their socioeconomic and political conditions are improved (Arat, 2003:1).

To demonstrate how these realities have been experienced in Nigeria and other emerging democracies this paper is divided into three parts. The first section focuses on the self-perceptions of journalists in Nigeria with regards to the historical background of the press and the democratization process from the 18th Century to date. The section shows how the concept of Liberal democracy has been accepted in the African setting and in countries considered as emerging or growing democracies. The second section discusses the perceived influence of the normative theories on journalism practice in Nigeria's democracy. The third section presents the findings, conclusions and recommendations as well as suggestions for further studies.

SECTION ONE

This section tries to provide answers to the question: what are the role perceptions of journalists in Nigeria's *The Guardian* newspaper? To answer the question, the contributions that journalists have made to the democratization of Nigeria before independence to date are investigated. This is done in consonance of Nigeria's democratic development and her media's contributing history. The role the media has played during and after each transition to democracy within this time frame is also assessed with regards to how journalists perform their roles on the one hand and the influence politicians and the business class has on the social responsibility of the media on the other hand.

The historical overview of media and political development in Nigeria is useful because it unveils the struggles and role of the media in the domestication liberal democracy in Nigeria and how this has affected the self-perceptions of journalists in particular and the running of the media in general. This will enable us showcase the extent or otherwise to which the core assumptions of liberal democracy has been adapted in Nigeria, given that meaning making is determined by the cultural, religious and national identities of a people (Castells, 2010). Nyamnjoh (2005) criticizes the assumptions of liberal democracy for ignoring 'the social realities of African citizens' multiple identities and their cultural orientation to communal values. This implies that Liberal democracy will become relevant in an African setting when it is domesticated to acknowledge the histories, cultures and sociologies of African

societies (Nyamnjoh, 2005:27). Identity is important in the development of social change and in the Nigerian case, political change from authoritarianism to democracy. Identity shapes the meaning making of a particular culture, ethnic or religious grouping, and nation. When ethnicity, religion, skin color, or any other physical quality are used in the service of power, the media, civil society and the people become weak, partisan and polarized.

Democratization and Media Development in Nigeria (1960 to date)

The development of the press and politics in Nigeria was influenced before the country's independence on the 1st of October, 1960 by British colonial rule and local military governments after independence (Ogbondah, 1992). Notwithstanding, Ogbondah (1992:8) observes that the press laws enacted by both regimes stifled freedom of the press, and retarded the pace of political and economic development. Consequently, the country's quest to become a democratic society as Akinrinade (2006:284) notes is tainted with several setbacks and failed attempts. This was however; attributed to the socio-economic, ethno-religious and political unrest that made it impossible for the different governments to grant the citizens their civil, social and economic rights (Ibeanu, 2000; Arat, 2003; Ikwuchukwu, 2006, Igwe, 2010). These problems motivated the military's intervention ad take-over of power to restore normalcy, although the same problems along with increased corruption repeatedly escalated under their watch (Butts and Metz, 1996). From 1960 to 1998, several attempts to establish democracy in Nigeria were sabotaged by seven successful military coups d'état (Crowder, 1987; Roberts, 1990; Butts and Metz, 1996; Ojeka and Phillip, 2011). In 1966, the nation's first attempt at democracy ended after six years and the next twenty nine years were military regimes (Butts and Metz, 1996:3). The frequency of military coups in Nigeria and the struggle to set up democracy left many of the citizens traumatized politically, economically and otherwise (Butts and Metz, 1996).

The British colonial power handed authority to the first indigenous government in 1960 (Olayiwola, 1991:36). The media titles' ownership was released to the government, political parties, regional powers or private individuals. The ownership and editorial focus of the newspapers changed from fighting the colonialists to tackling the issues that came up during the First Republic. In the 1960s, many journalists in Nigeria had different opportunities to be trained both at home and abroad by multilateral and bilateral aid organizations, foundations and non-profit groups like the International Press Institute, The British Council, the Friedrich Naumann Foundation and the Friedrich Ebert Foundation and the United States Information Agency (Bourgault, 1995:172). Since the sociological and anthropological realities show how the nation-states have dissimilar cultural, historical, political, economic, and religious realities (Nyamnjoh, 2005), local journalists read the 'libertarian journalistic principles' imparted to them by these training institutions - like the need for the media to be the 'Fourth Estate' - as contrary to a prior understanding of their roles as stakeholders in nation building (Best, 1996). The project of establishing democracy experienced failure because the civil society in Africa is weak and the notions of ethnicity and belonging have impacted on the peoples' identity which ultimately clashes with their self-perceptions and their roles in a democracy (Nyamnjoh, 2005).

Bourgault (1995) believes that the politicians of the 1960s, 1970s and 1980s did not allow freedom of expression in the media because the press culture they inherited from the colonialists was never free. The politicians were sceptical of a free press because they feared the individualistic ideals would thwart their 'nationalistic' efforts at uniting the disparate ethnic groups or retard the growth of the economy and institutions. The military rulers that overthrew the first democracy also used legal machinery like the laws of sedition and libel to deter journalists from probing into their affairs. Other bureaucratic measures like licenses and taxes were put in place to control the media, while the issues that concerned the government were censored (Bourgault, 1995).

During the First Republic (1960-1966), journalism was marred by verbal clashes between government-owned media and regional media, overt partisanship, ethnic, sectional and religious differences (Olayiwola, 1991; Oyeleye, 2004; Akinwale, 2010). The same issues were reported differently by the Southern regional media and the Northern regional media, the political parties and government media. This led to an inter-ethnic strife that aided the first coup which ended the First Republic (Dudley, 1973; Legum, 1990; Ikpe, 2000).

The Second Republic (1979-1983) opened the way for more private media organizations (both print and electronic) including *The Guardian* newspaper (Akinrinade, 2006). When the military junta seized power in 1983, they liberalized the polity and privatized the economy in a bid to win the support of the people. Akinwale (2010:55) observes however, that the authoritarian tendencies of the regime stifled such initiatives since the restrictions that were used to gag the press (the state media and censorship) made the media weak, partisan and ethnocentric. The journalists were accused of reporting press conferences they never attended, publishing press releases that were never issued and some were pay rolled by politicians among other issues. Like in the First Republic, media titles that were owned by the government and political parties were to blame. Similar trends have been reported in the third wave democracies mentioned earlier. Since the ownership patterns of a majority of the press were maintained, this contributed to the return of the military junta in December 1983 (Olayiwola, 1991).

Prior to the Third Republic (August-November 1993), General Ibrahim Babangida used every power available to him to intimidate, arrest, and proscribe media outfits that spoke against his policies or his failure to hand over power to a democratic government (Ojo, 2007:545-547). Newspaper vendors were arrested and copies of their newspapers were confiscated by Babangida's thugs. In July 1993, seventeen newspapers and magazines and one broadcasting outlet were closed down in a single day based on the allegation that they were a threat to national security. This heavy handedness forced many of the journalists to go underground, adopting a 'guerrilla' style of journalism when sourcing for news, and while publishing and distributing their publications (Dare, 1998).

During the Third Republic, several calls from the local civil society and external institutions (like the International Monetary Fund (IMF), World Bank, and United Nations (UN) as well as the United States of America (USA) for a democratic Nigeria were ignored or frustrated (Butts and Metz, 1996:5-10). General Babangida annulled the election that was considered the freest in the history of the country. In spite of the harsh conditions, civil activist continued to condemn the junta for

suspending *Habeas Corpus*, for proscribing many media titles and for dismissing civilians within the government.

Civil society activists, the opposition parties and the media's efforts to see Nigeria return to democracy from 1985-1998 were met with arrests, incarcerations, and deaths (Olukotun, 2002; 2004). Often, journalists were charged to court sometimes with family members and those that escaped went on exile for offences like sedition or treason (Olukotun, 2004:16). According to Agbaje (1999), the privately owned print media were the most vocal in criticizing the junta's policies and corrupt practices. The press was the most persecuted during the transition compared to the experience the broadcast media had since it was owned, funded and controlled by the Federal Military Government. The divide and rule tactics of the state deepened ethno-religious intolerance between the northern media and the southern media (Oyediran and Agbaje, 1999; Agbaje, 1999). The ethno-regional and religious rivalry that existed suggests that the print media fought the hardest for the democratization of Nigeria. The approach the majority of the print media took to delegitimize the military junta and its policies was adversarial or radical as Christians et al. (2009) put it. To keep the ferment against the junta alive, the Press took to 'underground or guerrilla' style of reporting, while radio became a 'pirate media' transmitting from outside Nigeria (Olukotun, 2002).

Although the adversarial position of the press helped weaken the authoritarian military regimes, certain news titles suffered persecution in the process, amongst which are *Tell* magazine, *Tempo* magazine, *The News* and *Radio Kudirat*, *The Guardian*, *The Punch* and *The Concord* newspapers (Olukotun, 2002). Both judicial and extrajudicial means were used to intimidate and rid the media organizations of their powers. In order to avoid arrest, some of the journalists used informal venues as newsroom and printing presses, while ambulances, water trucks and private vans were used to distribute newspapers. This was done to avoid confiscation of the publications and arrest of the journalists. As the strongest oppositional voice, their duties ranged from supplying scarce information to the public domain and responding to the voices and aspirations of the marginalized, among others (Olukotun, 2004).

The Liberalization of the broadcast media (one of the requirements for the transition) happened prior to the advent of democracy. The IMF and the World Bank threatened to and did withdraw their financial support and insisted democracy and press freedom were the necessary pre-conditions for their continued support (Butts and Metz, 1996:10). The military junta yielded because the nation was suspended from the Commonwealth, and the U.S. contemplated staging an oil boycott. General Babangida's successor, General Abacha, preserved and used the repressive policies of his predecessors against the media. The death of Sani Abacha in June 1998 gave way for the interim President, General Abdulsalam Abubakar. His promise to restore democratic rule within one year came to pass when he conducted elections in May 1999 (Olukotun, 2002; Olukotun and Seteolu, 2001). According to Olukotun (2002:37), journalists latched onto the promise and held several meetings in preparation for the transition. The media, during the transition and election periods kept the electorate informed, uncovered abuses, helped refine policy, and sustained the discourse of development after the elections were over. After the elections, the specific contributions of newspapers like *The Guardian* and the *Tribune* newspapers

as well as *Tell* magazine became glaring. The watch dog role of *The Guardian* and the other media organizations that exposed corrupt practices of politicians is said to be instrumental to the anti-corruption crusade of the Obasanjo government (1999-2007). This culture of investigative journalism was sustained and the media made political gains using the Salisu Buhari certificate forgery scandal and the impeachment of Chuba Okadibo as Senate President over misappropriation of funds.

Although democracy seems to be firmly entrenched in Nigeria, it is akin to note the warning of Huntington (1990:28) that some of the characteristics like election fraud and abuses of human right and dignity are obtainable in democratic societies. The Nigerian media head to this warning and have been able to play monitorial roles that have led to exposés on the electoral malpractices. They carried out investigations that exposed and shamed several positions as well as their prosecutions. This explains why the media, especially the press, are rated as the most resilient and daring segment of the civil society that influences policy makers (Olukoyun, 2004).

Critical analysis on Nigeria's media however, reveals that in the first few years after Nigeria's return to democracy (post 1999), the media were corrupt, partisan (to ethnic-religious cleavages) and parochial and did not know how to make valuable inputs to the democratization process (Olukoyun, 2004; Ekeanyanwu, 2009; Hydén and Okigbo, 2002; Akinwale, 2010). As a result, the media at various times have been harassed and muzzled in the present democratic dispensation.

SECTION TWO

In this section, the journalists' self-perception in the democratization process of Nigeria is examined in terms of normative theories. Normative ethics to a great extent have been developed in the North. Two of the studies on the subject have been done by Christians et al. (2009) and Hanitzsch (2007). Normative ethics differ from one society to another, and within the last 20 years of Africa's journey to democratization, attempts have been made to develop African ethics (Shutte, 1993; Kasoma, 1996; Hanitzsch, 2007; Metz, 2007; Fourie, 2008; Banda, 2009). In recent times, both the African Union's (AU) Charter on Democracy, Elections and Governance and the Charter of the Values and Principles of Public Service and Administration support the need for a consolidated democracy and shared values in the work place (AU, 2007; 2011). Normative theories are applicable, for the study seeks to show how Nigerian journalists' self-perception of their roles fit into or contradict the Western and normative theories. Normative theory in this study is defined as what ought to be the case, or what people ought to think or do (Wedgwood, 2008.

Christians et al. (2009) states that questions like 'who owns the media?', 'why do they run the way they do?' and others like what are the ideal self-perceptions and roles of journalists? Do the perceptions and role conform to local or global structures?; have been the themes for debates since the early 1800s. The literature shows that these debates have reoccurred because for a long time the experiences of the Western media have been generalized as the norm; at the same time, the precise socio-cultural realities of the media in non-western societies have either not been recognized or have been de-emphasized (Josephi, 2008). The monitorial, facilitative, radical and collaborative normative roles of journalists in a democracy have been

prescribed by Christians et al. (2009:125). These benchmarks are useful for explaining both the common and difficult issues media personnel and organizations in Nigeria deal with while doing their work.

The Monitorial Role

The monitorial duties of journalists to their prospective audience according to Christians et al (2009:139-147) are:

- To systematically receive and sieve information, separate facts from opinions, credibly analyse and make knowledgeable assessments of financial, parliamentary, educational, judicial, political, religious, social or sporting activities, warn the public of impending natural or human disasters for example, hurricanes, heavy rains, avalanche and so on.

The Facilitative Role

The facilitative duties of journalists as prescribed by Christians et al (2009:159-173) include:

- To create platforms where members of the public can debate on issue(s) enough till a consensual position is reached. Here, moral reasoning takes the place of political supremacy, so that a strong sense of citizenship and a culture of deliberation are developed. The comprehensive and vibrant negotiations (that is not centered around the media, the government, the entrepreneurial elites or between influential nations) help the people to understand and accept their diverse civic, professional, cultural orientations and social differences. This facilitative role plays out from time to time in Nigeria.

The Radical Role

Radical journalists aim to install human rights and total equality among the citizens through:

- Delegitimizing authoritarian government, to popularize oppositional parties and to transfer 'social power from the privileged that are typically few to the underprivileged that are typically many'. Radical journalists offer alternatives to the marginalized[i] or dissenters since the dominant 'politico-economic class and cultural principles' are served by the mainstream media. Women and girls[ii] that (qualify as the marginalized) represent three fifths of the world's poorest people (Christians et al, 2009:179-181).

In practice, the radical and the facilitative roles share similarities: first, they adhere to the belief that power belongs to the people by giving them a platform to voice out their desires, needs and to take part in the democratic process. Secondly, both roles depend on niche communities that are based on geographic location or interests (Christians et al., 2009:193). In spite of these similarities, there exist clear theoretical differences between the two. One clear distinction between these roles is the fact that journalists working in the radical paradigm are overtly biased towards the issue(s), individual(s) or ideas they support, whereas the facilitative role encourages pluralism of socio-cultural ideologies (Christians et al., 2009:179). As discussed earlier in this study, most of the journalism done in Nigeria from mid 1980s through to the late 1990s was pro-democracy and adverse towards the military junta and could therefore be considered 'radical'.

The Collaborative Role

Collaboration is contrary to Libertarian tenets of professionalism or of a free and autonomous media, typically taking the form of the monitorial role as described above. This is because journalists working within this paradigm see themselves as partners with the government. Collaboration becomes necessary and is legitimated in nations that are developing their socio-political and economic structures (Christians et al., 2009:127). In this context, the perceived benefit of collaboration is often the furtherance of reconciliation, democratic participation and national unity. The issues that necessitate collaboration are terrorist insurgency, war, criminal activities among other things. Three main conditions for collaboration with the state, civil society, or advertisers among other centers of power are 'compliance, acquiescence, or acceptance' (Held 1995:162).

This role achieved through compliance when elements of coercion, apathy or tradition are applied. First, collaboration is achieved through coercion when the media complies with a law or a form of overt control. Secondly, collaboration is based on apathy when the media either ignorantly ratify or uncritically accede to the powerful elites' recommendations. Thirdly, the media collaborates according to tradition because a history or a status quo is in place that needs to be sustained. Journalists collaborate through acquiescence either because of the advantages the media stand to gain from the partnership or because failure to collaborate may spell grave consequences. Journalists accept to collaborate before they are forced to do so, for pragmatic reasons, but when concession to partnership is because of benefits, the partnership results in instrumentalization of the media.

Journalists accept to work together with the state or powerful people when mutual gains are judged as correct, and their motives as proper – that is the ends and the means of collaboration as apt. Since the insurgency of the '*Boko Haram*' sect in Nigeria, *The Guardian* newspaper, among other news media, work closely with the government as other concerned international bodies to expose the groups' agenda and activities (Nwabueze, 2013). The journalists' self-perception of their roles cannot be understood outside their geopolitical, socioeconomic or cultural and history-specific contexts (Christians et al., 2009:152-189). The analysis of interviewee's responses (see section three) will show the orientation(s) journalists in *The Guardian* newspaper have of themselves. The analysis will be done with regards to the normative roles of journalists in a democracy have been prescribed by Christians et al. (2009).

The methodology chosen to explore the afore-listed research goals is a qualitative research design that is rooted in the phenomenological tradition (Babbie and Mouton, 2001; Mouton, 2001; Babbie, 2007). Phenomenology thrives when an experience or condition is explained by research participant(s), and the job of the phenomenologist is to investigate the effects and perceptions of the experience or condition. This methodology is considered proper for the study because the researcher seeks to understand the journalists' personal reflections on their identities and roles as they engage in their work within the Nigerian democracy. In order to generate data from the journalists working at *The Guardian*, in-depth (semi-structured) individual interviews were used. After reading through and making sense of the data, the researcher inductively analyses the data by describing the specific themes before they

are joined into a general statement (Elo and Kyngäs, 2008; Kracauer, 1952). The total sample size was sixteen journalists that volunteered in both pilot and follow-up interviews conducted in January and August 2012 respectively. This sample was obtained via snowball sampling. Respondents who granted the interviews were male and female within senior and junior cadres at *The Guardian* newspaper.

The results show that journalists believe they contribute significantly to the growth of democracy because they meet the information needs of citizens within the different strata of society. The main study's interview used model questions from Hanitzsch's World of Journalism Project (www.worldsofjournalism.org) as a guide to understand how journalists see their normative self-perceptions and roles in the Nigerian democracy. This main study is built on the results from the pilot study in order to explain in details, the self-perceived roles of journalists according to the normative frameworks in the literature.

SECTION THREE
The Findings

The self-perceptions of journalists in *The Guardian* newspaper are presented in their own words and from their perspective in line with the phenomenological tradition. The study uses the theoretical framework analysis method to present and analyse data. To do a theoretical framework analysis, the summary of the interviewee's responses are first presented. The summaries are necessary because they help to organize the data before they are fitted into the relevant framework. The next step, the theoretical framework analysis, opens up the past and emerging issues in the context of the research. The context here includes the normative roles that influence journalism practice and the self-perceptions of journalists' roles in Nigeria's burgeoning democracy. The theoretical framework analysis was done using the narrative style of presentation. The responses were analysed according to the four role categorizations of journalism in democratic societies, namely, the monitorial role, the facilitative role, the radical role, and the collaborative role.

Framework Analysis: The Journalists' Normative Role Perceptions
The Monitorial Role

The summary of journalists' responses that fit into Christians at al.'s monitorial roles are:

To scout for and write news articles and feature stories that enlightens, informs and educates readers. To serve as the watchdog of the society; set the agenda and entertain the public; to read through and edit personal copies; to make sure that influential, rich, and powerful people that make promises fulfilled them and to make them accountable to the majority of the people (August 2012:R01). To do research, analyse and write on social phenomena like economics, politics, health, and so on.

The Facilitative Role

The researcher believes the respondents meant they perform the facilitative role when they:

Defend the masses when mediating between the political and economic class, and the rest of the society; educate the people about the government policies and to advise them accordingly. The facilitative role compels journalists to decide on how to report on issues even when there is pressure to favour certain persuasions or influential

people (July 2012:R07). It is thus inferred that the journalists perform the facilitative role by representing the voiceless by following up on injustice meted out on the people by corporate organizations (July 2012:R08).

The Radical Role

It can be argued that journalists perceived their roles as radical because they give a voice to, and strongly support those who are disadvantaged in the society e.g. women, children aged and the poor. Whenever there is an injustice against the common person one respondent insists that no stone is left unturned in restoring the dignity of the oppressed either by the government or influential people (July 2012:R05).

The Collaborative Role

There is one response that is inferred by the researcher to be the result of journalists' concept of collaboration through acquiescence. In this case, the journalists collaborated because failure to do so had negative consequences on them. This type of collaboration occurs when interests of the politicians or the business class are prioritized so that the journalists do not to report on sensitive issues, especially if it is against their interests. Politicians are first among those that pressurize the media to tilt or publish stories publish some stories over others (January 2012:R07). Other findings that could not be delineated according to Christians et al.'s theories are presented as new categories.

New Categories:

Terrorist Insurgency

Some of the respondents claimed that they work with the government as prescribed by the collaborative role. According to Christians et al., terrorist insurgency usually calls for collaboration between the state and the media in order to apprehend the culprits. On the contrary, others said that in a bid to avoid the wrath of the *Boko Haram*, they have to resort to self-censorship for fear of reprisal attacks on them, their organization, friends or family. *Boko Haram* an Islamic Jihadist *Takfiri* militant and terrorist organization based in the North East of Nigeria, North Cameroon and Niger Republic was founded by Mohammed Yusuf in 2002 (Ibeh 2013; Burstin 2013; Agbambu, Bwala, Ibrahim & Usigbe, 2013 & *France24*, 2011). The mission of the terrorist group is to institute a "pure" Islamic state ruled by Sharia law, putting a stop to what it deems "Westernization". In their bid to do this they have kidnapped, tortured and killed Christians in government establishments, military personnel, diplomatic centers, churches, schools markets among others.

The Home front

The female respondents' claimed that attending to the educational needs of their children and catering for the whole family poses as a challenge to their upward movement in the profession. Allanana (2013:115-144) asserts that in Nigeria where women constitute half of the population they mostly combine their secular paid work with their roles as 'mothers, producers, managers, community developers/organizers etcetera'. The patriarchal nature of the society upholds inequality in inheritance rights, remuneration and so on. Women Liberation Movements have suggested that division of labour in the home is apt, otherwise the career equality or equity for men and women will not be possible (Asiyanbola 2005).

Population size

Some of the journalists claimed that the size of Nigeria's population makes it impossible to cover the many events that happen concurrently. The researcher also infers that these challenges hinder journalists form following developing stories to a logical conclusion (July 2012:R02).

Summary

This study investigated the self-perceptions of Nigerian journalists and the factors that influence their work with focus on *The Guardian* newspaper. The first section established that the legacies of the colonial and military regimes that have been retained affect the way journalists see themselves and practice their roles. Normative theories of media practice in democratic societies formed the theoretical framework. The shift from military rule to democracy has helped journalists to exercise the freedom of expression compared to the military era where journalists had to go underground to survive the harsh treatment that was being meted out to them. In most of Nigeria's media, the direction and scope of news are determined by those that have economic and political power, even after the authoritarian regimes have been replaced with a democracy. The third section explained how phenomenology, the main methodology and qualitative research method of in-depth semi-structured interview is used for data collection and analysis. The use of snowball sampling technique, the number of journalists that make up the sample frame, the data collection method – the in-depth semi-structured individual interview, the synergy between phenomenology and the qualitative paradigm, the framework data analysis method and ethical considerations are also justified. This study on journalists' self-perception and their roles in the Nigerian media contributes to the body of knowledge on the freedom of the press and normative theory for understanding journalists' perception within Africa and beyond. The study argues that when the law makers addresses the restrictions within the FOI Act and the media is diversified, then editorial independence will be achieved.

Conclusion

The paper argues that after fourteen years of democracy, the Nigerian media has achieved a lot in the areas of freedom of expression and information. Although, the concerns and frustrations of journalists have not been completely handled there is room for the improvement of the democratization process and in the area of freedom of expression. The Freedom of Information Act (FOI Act), the wide reach of the Social Media and other online news media platforms have reduced government censorship and boosted freedom of expression. This gives the journalists the impetus to make the government accountable to the people and civil society (Akpodiete, 2012). The FOI Act is limited because some draconian laws have not been repealed like … The Official Secrets Act, Evidence Act, the Public Complaints Commission Act, the Statistics Act and the Criminal Code; all aimed at suppressing the free flow of information. All these laws may affect the effectiveness of the Act in the long run as some mischievous public officers can use these aspects of the Acts for their selfish purposes just like what happened in the United Kingdom Parliament in 2009. (Folayan, 2014)

Recommendations

The foregoing section of this chapter deals with conclusion based on the findings. This section makes key recommendations on the self-perceptions of journalists in Nigeria. Based on the findings, this study strongly recommends that the negative perceptions of Nigerian journalists can be overcome with the following actions:

1. Formal repeal of the colonial and authoritarian media laws like the Official Secrets Act, Evidence Act, Public Complaints Commission Act, among others.
2. Journalists can perform their role effectively if the National Mass Communication Policy of 1990 is rewritten to conform to the present democratic tenets.
3. The Nigerian Union of Journalists (NUJ) should effectively promote and defend the rights of journalists from the excesses of the government and the business class.
4. The salaries of journalists should be upgraded and the proposed life insurance for Nigerian journalists should be enforced to give the journalists a sense of social security.
5. *Journalist should watch against ethno-religious bias in their reportage.*
6. *Nigerian media should make policies that will help women in the paid workplace to advance in their career, given that their gendered roles can be a limitation to their progress.*

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Language Policy and the Prospects of Indigenous Languages in Initial Literacy in Nasarawa State

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Abstract

It is often said that how well a foundation is laid determines the capacity of what it can carry. Primary education is the foundation laying platform for other levels of education. This study examined the prospects of using indigenous languages in junior primary schools in Lafia Metropolis of Nasarawa State, Nigeria. Two research questions were raised and answered. A total number of fifty teachers where involved from six different schools through which data were elicited. Frequency counts and simple percentage were used in data analysis. Findings reveal that indigenous languages are considered to be primitive, hence; there is lack of adherence to the language policy for primary education. It is therefore, recommended that the policy be fully implemented to achieve the prospects of using indigenous languages as the media of initial literacy at the primary levels.

Introduction

The high priority given to language in school comes as no surprise. Language is central to education for in addition to being studied in its own right, it exercises a powerful influence on learning and teaching in every area of the curriculum. It goes a long way to determine whether or not a child understands what he or she is being taught. That is why language in education takes the very central place because it is the major means through which teaching/ learning takes place and ability with language affects the child's learning in every sphere of life. Therefore, attention must be place on the type of Language to be used in teaching the beginners in primary education.

The inspiration for this work is derived from the importance government attaches to the role and use of language in primary education in Nigeria. For instance, government has made some policy statements which are enshrined in the constitution and national policy on education. One of such statements that:

> Government appreciates the importance of language as a means of promoting social interaction and national cohension; and preserving culture. Thus, every child shall learn the language of his environment…

This implies that, the place of language as a means of instruction for the primary beginners has received the attention of the government. That is why it is further stated in the same document that:

The medium of instruction in primary school shall be the language of the environment in the first three years. During this period, English shall be taught as a subject. Also in paragraph 15 (4) the language provision of the policy statement states that:

> Government will see to it that the medium of instruction in primary school is initially the mother- tongue or the Language of the immediate community and at a later stage English.

It is obvious that the policy favours the use of mother- tongue and the implication of these statements is that the language of instruction in pre-primary and primary school level up to primary three is the pupil's mother-tongue, at primary four, a change to English is recommended.

In other words, considering the background of some if not most of the children before been exposed to formal primary education, the Language they grow up to hear, understand and speak is their mother-tongue. They use the same language to speak and understand things around them as they interact with their parents, relations and society at large. Such children grow to know many things through the first language (mother-tongue) they come in contact with.

Consequently, as such children are enrolled into formal schooling, any other language beside their mother-tongue becomes alien to them. Therefore, encountering English or any other language as a medium of learning often constitutes a barrier to them. The reason been that, they were not exposed to English or any other language before now, hence they find it difficult to understand meaningfully through such new medium. This is why Fateye and Soyinka (2009) are of the opinion that:

> Psychologically, the proper development of a child is closely bound with the continual use of the language in which he/she acquired his/her experiences of life. It becomes difficult for the child to learn a foreign and unfamiliar Language as soon as he comes to school.

According to Piaget's theory of cognitive development of children spells out that, nothing can be done properly by a child unless it is within his mental capacity to do it. Hence, when a child is introduced to another language suddenly, the ability to adjust is often lacking.

In view of what have been said so far, it seems clearly that to impose a foreign language on a child will certainly have an adverse effect on his or her learning process and failure to utilize the language of the child's immediate environment will amount to lack of desirable learning outcome. Therefore, the effectiveness of teaching the pupils in their indigenous language has been stressed by many scholars. One of such scholars is Schikedanz (1977) who rightly puts it this way:

> A good language programme begins with the children's language. Any attempt to modify directly the child's native language upon that child's entrance into school is not only inappropriate, but may also prevent further growths.

It is on this background that this work researches on the prospects of the use of indigenous language for primary beginners.

STATEMENT OF PROBLEM

Primary education is the formative stage of any further education. It is becoming more glaring that the poor performance of learners at the post-primary school levels is attributed to the shaky primary school foundation. While educationists are of the view that the failing standard of education may not be unconnected with the type of language pupils are exposed to at this stage because of its lack of effectiveness. On the part of the government, through the National Policy on Education, stipulates the use of indigenous languages of the child's environment in the pre-primary and early primary education. This is to ensure a smooth transition of a child from home to school. Hence, this study examines the consistency of pedagogical practices with the policy provision and its prospects on both teaching and learning in the primary school.

RESEARCH QUESTION

i.   How can the use of indigenous languages enhance the teaching-learning process of the primary school beginners as stipulated in the National Policy on Education?

ii.   Why are the indigenous languages neglected as a medium of instruction at the early level of the primary education?

LITERATURE REVIEW

Considering the importance of language in education as the major channel of instruction in schools at all levels, it has drawn the interest and

attention of several educationists and scholars. This is based on the fact that the child will learn very little until he or she has mastered the language of instruction. Therefore, how the stage is set is very important as it determines what the future owns.

It is on this note that literature which are related to language policy on primary education are reviewed alongside the positive effect of the use of indigenous language for the primary school beginners.

LANGUAGE POLICY FOR PRIMARY EDUCATION

The National Policy on Education refers to the primary education as the education given in instructions for children of aged six to eleven plus. The policy goes further to recognise the importance of both mother-tongue and English at the primary level. It also acknowledges the appropriateness of the mother-tongue to the child's first stage of formal learning and English to assist the mother-tongue at the later stage of learning. In view of this, the policy states that: "The medium of instruction in the primary school shall be the language of the immediate environment for the first three years."

In their contribution on the above statement Akindele and Adegbite (2005) opined that, 'As a matter of fact, English seems to take priority over the indigenous language.' Olagoke in his view of the above scenario infers that,

> To ignore the child's familiar Language as soon as the child comes to school, is like taking the child away from his home and putting him among strangers.

He further sees this as the reason why such child a cannot understand half of what he/she is been taught and cannot equally express what he/she wants to say thereby rendering him or her tongue-tied and inhibited.

According to Piaget theory of cognitive development of a child that is equally in consonance with the language policy sees learning as progressive as a child moves from familiar or simple to unfamiliar or complex. This includes the language of instruction. The language a child is born into is simple and familiar because he/she speaks such language naturally. Therefore, to use a language that is against the educational principles of starting from familiar to unfamiliar is like making primary education not to be child-centered. Most often when this occurred, it affects their formation, they feel education is complex and the interest to continue is lacking which often results to mass drop out from school at this level.

THE POSITIVE EFFECT OF USING INDIGENOUS LANGUAGE FOR PRIMARY BEGINNERS

The results of research conducted by scholars have shown the benefits of using indigenous languages for the primary beginners. In his contribution on this, Bamgbose (1991) says;

> Indeed experiments have shown that pupils will learn and comprehend their subjects better in their mother-tongue especially if they are allowed to mature in them.

Also supporting the positive effect of using an indigenous language Akindele and Adegbite stresses the fact that;

> Language is a means of preservation of people's culture and culture is transmitted via language. The indigenous Nigeria languages are the best candidates that can help to transmit and preserve the Nigeria culture.

In the same vein, the most appropriate and best period to inculcate sound morals into any person is during the formative period. Therefore, the use of indigenous language as a medium of instruction for beginners is not only for academic reason but also as a means of transmitting the cultural values of the society into the children. Obviously this is a role English as a language cannot play, simple reason been that English does not portray our indigenous values. Fafunwa (1982) commenting on the effect of mother-tongue on the child,

> feels it is natural to him (the child) like mother's milk. It is also a means by which his attitudes and aptitudes are best developed. The child should thus be encouraged in his first twelve years in life to master his mother-tongue for positive development of his physical, mental and intellectual potentials.

The language policy recognizes the importance of both the mother tongue and English at this level. Fafunwa above stresses the appropriateness of the mother to childhood. Therefore the abrupt switch from the mother tongue to English cannot but be detrimental to pupils' education interest and attainment.

RESEARCH DESIGN

A survey research design was adopted in this study.

POPULATION AND SAMPLE

This research was carried out in six selected primary schools within Lafia metropolis of Lafia Local government of Nasarawa State. Three out of the sampled schools are public schools while the remaining three are private own schools. A total of fifty teachers participated through the filling of the questionnaire.

RESEARCH INSTRUMENT

Verbal interaction and questionnaires for teachers were used in data collection.

The two tables below show the distribution of respondents by their academic qualification and years of working experience.

Distribution of respondents by Academy Qualifications

Academic qualification	Frequency (F)	Percentage (%)
Grade II	02	4
SSCE	04	8
Diploma	05	10
NCE	32	64
Degree	06	12
Higher Degree	01	2
Total	50	100

Distribution of Respondents by Years of Teaching Experience

Year of Experience	Frequency (F)	Percentage(%)
1-5	25	50
6-10	07	14
11-15	03	6
16-20	04	8
21-25	08	16
26-30	02	4
Total	50	100

This becomes necessary in order to ascertain where the respondents have the needed qualification, experience and adequate knowledge to respond on this study.

VALIDATION OF INSTRUMENT

The questionnaires were constructed with inputs from experts who are seasoned lecturers with National Institute for Teachers, Lafia study centre. The questions were test-run for reliability and co-efficient in order to obtain the same result if the instrument is to be used elsewhere.

RESULTS

Out of the six schools used for this study, none of them uses only indigenous language as a medium of instruction for the beginners in their schools. Further studies revealed that the teachers only use the mother-tongue once in a while to make the point they are stressing in English more clearer. Hence, it is English that is use as a medium of instruction in these schools, contrary to the stipulations of NPE.

The study also reveal through these tables below that:

Table 1: Distribution of teachers' responses by the Language in use

Responses	Frequency	%
Only English	25	50
English with native language	25	50
Only native language	-	-
Total	50	100

Table 2:
The preferred language of instruction by teachers

Responses	Frequency	%
English	42	84
Native	08	16
Total	50	100

TABLE 3:
The preferred language of instruction by pupils

Responses	Frequency	%
English	27	54
Native	23	46
Total	50	100

From the above tables, the data further reveals that contrary to the language policy, majority of the teachers find it more convenient teaching in English language and would rather prefer English be maintained. The reasons for this is because, most of them cannot speak, read or write in their mother-tongue let alone use it to teach.

Also, from the table above, the data reveals that, even the pupils concerned claimed to prefer been taught in English, probably because they hold English in high esteem than their native language. One may therefore, infer here that one of the basic reasons for the neglect of indigenous languages is because they are been considered as primitive. Another significant discovery that is worth of note is the inconsistency between the policy and practice. In rural areas for instance, the mother – tongue is freely used even after the first three years of junior level. On the other hand, in private schools, pupils are introduced to English language earlier than when the policy state. This implies that there is no uniformity in the implementation of the language policy in our primary education system.

CONCLUSION
In Conclusion, this study based on the findings reveals that there are still much work to be done in our educational sector, especially at the primary

level been the foundation laying stage. This is because, as noted in the findings, there is lack of uniformity in the use of language and non-adherence to the policy. This portrays an apparent weakness between the policy provision and the practice. However, if this policy is to be up hold as stipulated, its prospects will have a great positive impact on our educational system.

RECOMMENDATIONS

In view of the findings, the following are recommended.

i.   Government should make available copies of the NPE to all primary school teachers and educational providers

ii.   School inspectors should be more committed to visiting and monitoring schools to ensure compliance to the policy.

iii.   Our indigenous languages should be further developed and not to be treated as primitive.

iv.   Workshops and seminars should be organized for teachers on language policy in primary schools in order to be aware of what language to use at each level as stipulated by the government.

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