CONTENT ANALYSIS OF THE REPORTAGE OF HIV/AIDS SCOURGE BY *THE NIGERIAN OBSERVER* AND *THE GUARDIAN* NEWSPAPERS (2012 - 2014)

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NIGERIA.

DECEMBER 2017

DECLARATION

I declare that the work in this dissertation entitled "Content Analysis of Reportage of HIV/AIDS Scourge by The *Nigerian Observer* and *The Guardian* Newspapers (2012 - 2014)**",** has been carried out by me in the Department of Mass Communication. The information derived from the literature has been duly acknowledged in the text and a list of references provided. No part of this dissertation was previously presented for another degree at this or any other institution.

ABIBETU GLORIA BELLO-IMAM

_____ _____ _____

Signature Date

CERTIFICATION

This dissertation entitled "Content Analysis of Reportage of HIV/AIDS Scourge by *The Nigerian Observer* and *The Guardian* Newspapers (2012 - 2014)", by Abibetu Gloria BELLO-IMAM (P13SSMM8019) meets the regulations governing the award of the degree of Masters of Social Sciences (M.Sc) in Mass Communication, Ahmadu Bello University, Zaria, Kaduna State, and is approved for its contribution to knowledge and literary presentation.

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Dean, School of Postgraduate Studies	Signature	Date

DEDICATION

In the loving memory of my super father, late Prof. Inusah Bright Emuedumhe Bello-Imam; for leaving a distinctive mark in the history of my life.

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ABBRIVIATIONS

Ads:	Advertisement
ADVAN:	Advertisers'' Association of Nigeria
AIDS:	Acquired Immunodeficiency Syndrome
ARV:	Antiretroviral
AVERT:	Anti-Virus Emergency Response Team
CGM:	Church of God Mission
GDP:	Gross Domestic Product
HIV:	Human Immunodeficiency Virus
ICT:	Information and Communication Technology
LFC:	Living Faith Church
Lt.:	Lieutenant
MDGS:	Millennium Development Goals
NACA:	National Agency for the Control of AIDS
NARSHS:	National HIV/AIDS Reproductive Health Survey
NGO:	Non-Governmental Organization
ONDCP:	Office of National Drug Control Policy
RCCG:	The Redeemed Christian Church of God
STI:	Sexually Transmitted Infection
TV:	Television
USAID:	United State Agency for International Development
UNESCO:	United Nations Education, Scientific and Cultural Organization
UNICEF:	United Nations International Children's' Education Fund
UK:	United Kingdom
US:	United States
WHO:	World Health Organization
UN:	United Nation

Abstract

The study investigates Content Analysis of Reportage of HIV/AIDS Scourge by The *Nigerian Observer* and *The Guardian* Newspapers (2012 - 2014). Families, communities, states and nations have been deprived of men and women who would have contributed meaningfully to development as a result of HIV/AIDS disease. The study revealed reportage of HIV/AIDS scourge by *The Nigerian Observer* and *The Guardian* newspapers, with a view to knowing if the newspapers have provided enough information to the Nigerian public on the severity of the HIV/AIDS scourge. The study objectives is to content analyze the reportage of HIV/AIDS scourge by The *Nigerian Observer* and *The Guardian* Newspapers. The study is anchored on the theses of the Agenda Setting Theory. It is a theory that states that issues presented by the media leads the public to perceive the issue as more important than other issues that are silent; it shows efforts of the newspapers in supplying information on HIV/AIDS to the public in the period under review. The study which is a census adopted content analysis method. It helped measured the volume, prominence and direction of reportage of HIV/AIDS. 1,562 editions of the two newspapers were analyzed. The findings revealed that in year 2012, *The Nigerian Observer* published 24 stories while The *Guardian* published 36 stories; in year 2013 *The Nigerian Observer* published 17 stories and The *Guardian* 41 stories, it was also revealed that in 2014 *The Nigerian Observer* published 15 stories, The *Guardian* published 30 stories. The conclusion drawn from the findings is that the two newspapers content analyzed reported the issue in the three years of analysis, but failed to give it prominence. The main recommendation is that, space be allotted to HIV/AIDS scourge stories on the newspapers health page which is usually published weekly.

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CHAPTER ONE

INTRODUCTION

1.1. Background to the Study

As global emphasis shifts from curative to preventive healthcare; the imperative of information, communication and education has become high these days on the agenda of health planners and policy makers. This is because; health is a critical index of development. Communicating health therefore is relevant to the development of any society; health communication is a broad term that describes a number of strategies to share information that can lead to better health outcomes (Corcoran 2007).

Health communication can also be seen as health education. According to Anaeto (2010), it is a terminology that stands for a combination of learning experiences; designed to help individuals and communities improve their health by increasing their knowledge or influencing their attitudes. An effective health communication as posited by Asakitipi (2008); is one that equips the public with the tools and knowledge to respond appropriately to health crisis such as, flu out breaks, Human Immunodeficiency Virus/ Acquired Immunodeficiency Syndrome (HIV/AIDS), malaria etc.

For instance; HIV/AIDS is a major world public health concern and it is seen as one of the major causes of death in many parts of Africa. Communicating this world deadliest disease is vital for the existence of the human race. In Nigeria, the National Agency for the Control of AIDS (NACA, 2014) (as cited in Muanya, Anuforo and Umeh 2014) reported that an estimated 3.22 million or more Nigerians are living with HIV/ AIDS; it must be noted however, that even at this level, the HIV prevalence is still much lower in Nigeria than in South Africa. A

continuous dissemination of information on this disease can bring about change behaviour of the HIV/ AIDS disease.

It is expected therefore; that all stake holders including the mass media join in the fight against the HIV/AIDS scourge, which is made a priority in world development agenda (Millennium Development Goals MDGS). The newspaper an aspect of the media may be ephemeral in its appeal i.e. easily become staled, but it still last longer than television and radio programme. People receive immediate news from these live media so mentioned; but the newspaper has also become useful medium of reinforcing issues in these live media.

The importance of the newspaper has long since been recognized by a onetime United State of America president, Thomas Jefferson, when he remarked (as cited in Adeyanju 2010:p. 32) "...were it left to me to decide whether we should have a government without newspaper or newspaper without a government, l should not hesitate to prefer the latter". The point that should be noted here is whether; if any prominent individual would chose the newspaper over a government going by the present society. Nevertheless; Jefferson's statement goes a long way to show the importance of newspaper and the mass media in general to the society.

Beginning from the time; those who own power in Nigeria realized the importance of the mass media, there have been rivalry by many governments both state and national to foot one form of mass media to the other. Newspaper for instance; has received a greater attention in this regard. Starting from 1859 when the first newspaper was released in Nigeria; Iwe *Irohın Fun Awon Ara Egba ati Yoruba* in Abeokuta (Daramola 2006), there have been series of newspaper established by various governments. The *Nigerian Observer* is one of such government newspapers established over four decades ago and can still be located on most of Nigeria's news

stand.

The *Nigerian Observer* is a well respected newspaper in Edo state, people in the state look first to it for information concerning the state, even though its circulation figure is lean. As the Edo north marketing manager; Ikhane (2015) explains that sometimes, the newspaper produces 1000 copies for distribution to the different area of coverage viz: Abuja; Lagos; Warri; Asaba; Benin City (Edo South Zone); Irukpen (Edo Central Zone); and Auchi (Edo North Zone). Inspite this lean figure, it still makes a lasting impact in the lives of the Edo people.

The Guardian on the other hand is owned by a member of an ethnic minority and has a national outlook in terms of reach and content. To affirm the *Guardian* national outlook and respect; Advertisers' Association of Nigeria (ADVAN) media facts of 2010 reveal that the newspaper circulates 25,222 copies in the country in a day. *The Guardian* newspaper is one of the few relatively long-lasting national newspapers in Nigeria (Obaze and Ogbiti 2004). It is believed that its durability is as a result of its broad range of issues and non-partisanship.

The importance of the newspaper in the society and government cannot be over emphasized, by the functions assigned to it, it is to understand government policies, give them contemporary interpretations, and relate them to culture and developmental expectations of the society.

1.2. Statement of the Problem

HIV/AIDS is a world health, economic and security challenge and it has caused immense

suffering in the world. Since the discovery of the disease; managing it has become a great concern to many countries of the world and their leaders including Nigeria.

The disease leads to a large number of illness and many deaths. Families, communities, states and nations have been deprived of men and women who would have contributed meaningfully to development. It is unique from most other disease because; there is stigma and discrimination surrounding those affected with the disease. The severity of the HIV/AIDS scourge gave it a place in world development agenda (Millennium Development Goals (MDGS); goal number six states explicitly the commitment of countries of the world at eliminating this menace.

The United Nations International Children's' Education Fund (UNICEF, 2013); specifically reported that an estimated 35 million people are globally living with HIV, for which Nigeria is counted among the first three countries of the world with the highest number of people living with the disease. NACA reported in 2014 that; an estimated 3.22 million Nigerians are living with HIV/AIDS for which only 600,000 to 800,000 are accessing the free treatment programme, compared to 1.5 million persons living with AIDS that need the treatment. Aneato (2010) asserts that about 400,000 children are orphaned yearly in Nigeria as a result of the disease.

These statistics are frightening and calls for immediate action and a reevaluation of strategies in fighting this disease. The mass media can help in the fight of the scourge; by reporting constantly and mobilizing for people's participation in government's initiatives for prevention and control on the HIV/AIDS scourge. The newspaper; a veritable aspect of the media has many discernible advantages over the other mass media, particularly the electronic

media. Many have come to see the indispensability of newspaper in the development of the society, despite the fact that newspaper readership is dependent mostly on the literacy level in the society.

Some scholars; such as, Udokah and Iwokwagu in a 2008 study "*Promoting HIV/AIDS prevention among Adolescents in Nigeria through Communication: A Pragmatic Approach*", observed that despite information acquisition, there is still no change in behaviour of Nigerians towards HIV/AIDS. The model for preventing the disease as proposed by the researcher's states that; adolescents should be exposed to accurate information about sex before attaining the sexuality age. A major gap in this study is that; the research was not able to show how much of the HIV/AIDS scourge reports newspapers brought to the people which will reveal effort of the newspaper in curbing the spread of the HIV/AIDS menace by the amount of information supplied.

What makes this study particularly important is that; it shows the reportage of HIV/AIDS scourge by *The Nigerian Observer* and *The Guardian* newspapers, with a view to measuring the volume and determining the prominence given to the HIV/AIDS scourge. There is a need to know if the media especially newspapers have provided enough information to the Nigerian public; on the severity of the HIV/AIDS scourge. This will help ascertain the newspaper effort at mobilizing the public to key into the government and non-government initiatives for the control of the scourge; owing to the way they have reported the disease.

1.3. Aim and Objectives of the Study

The general aim of the study is to content analyze the reportage of HIV/AIDS scourge by *The Nigerian Observer* and the *Guardian* newspaper. The specific objectives are:

RO1. To measure the volume of HIV/AIDS scourge reportage in *The Nigerian Observer* and *The Guardian* newspapers

RO2. To determine the prominence given to HIV/AIDS scourge reportage during the period of observation from 2012 - 2014

RO3. To know the direction of HIV/AIDS scourge reportage by The *Nigerian Observer* and *The Guardian* newspapers in the period of observation.

1.4. Research Questions

The following questions guided this research:

RQ1. What is the volume of HIV/AIDS scourge reportage in *The Nigerian Observer* and *The Guardian* Newspapers?

RQ2. What prominence have *The Nigerian Observer* and *The Guardian* newspapers given to HIV/AIDS scourge reportage from 2012 – 2014?

RQ3. What is the direction of HIV/AIDS scourge reportage by The *Nigerian Observer* and *The Guardian* newspapers in the period of observation?

1.5. Significance of the Study

The study will provide data knowledge and awareness to health communication and programme planner in the media (private and government); on how to organize effective media health communication campaigns, especially for serious health challenges as the HIV/AIDS. It

will also provide important feedback for all the agencies (such as WHO, USAID, UNICEF and NACA) and other critical stakeholders on the HIV/AIDS scourge. It will help mobilize government at all levels; Non-Government Organization (NGO) and communities for collective action towards fight against the HIV/AIDS scourge. The study is also important as it will provide a frame work to policy makers; international and national development agencies for the information of new control strategies.

Whereas most of the previous studies in this aspect focused more on awareness; this one, concentrated on the entire scope of HIV/AIDS scourge *viz*: HIV/AIDS Cure; stigmatization of HIV/AIDS persons; HIV/AIDS management. The study will therefore provide data for further studies on the relationship between media and Health Campaign especially HIV/AIDS.

There is no doubt it will enrich the literature available for Health Communication. The researcher and every student especially in health education and information studies whose interest maybe aligned to the study will certainly find it useful.

1.6. Scope of the Study

The study is designed to cover two selected newspapers; *The Nigerian Observer*, a state government owned newspaper and *The Guardian*, a private owned newspaper. *The Nigerian Observer* was purposively selected from the ADVAN 2010 ranking of online newspapers

because; it is a government newspaper. The newspaper is the only government owned newspaper that still exists for over four decades.

The second newspaper; *The Guardian*, was selected being a privately owned newspaper and one of the Nigerian oldest private owned newspaper. On the ADVAN 2010 ranking; *The Guardian is* ranked as the 7th most widely read online newspaper. The newspaper was purposively picked on the rank because; it is a well known newspaper in the region where *The Nigerian Observer* is published and for its popular Thursday health page, *Science Guardian.*

Specifically; the volume of reportage of HIV/AIDS scourge in these newspapers, Prominence given to HIV/AIDS scourge by these newspapers and the direction of reporting the HIV/AIDS scourge in these selected newspapers form the scope of this research.

The reason for the choice of years is to know if the newspapers were still making the issue of HIV/AIDS important, by supplying the public information on one of the world's greatest health challenge. Since the discovery of HIV/AIDS, there have been series of framework by world governments to help contain the disease. The 2015 benchmark framework; Millennium Development Goals has explicitly the commitment of countries of the world at eliminating the disease as its goal number Six. The study therefore content analyzed the last three years (2012 – 2014) of the benchmark year; it wanted to know the volume; prominence and direction of reportage of HIV/AIDS scourge just as the years drew closer to the expiration year.

1.7. Limitations of the Study

A major limitation of the study is failure or the inability to get the total editions of the newspapers for the content analysis in the 2012; 2013, 2014 years. However; the number of the newspapers not content analyzed is insignificant and cannot affect result of the findings.

Another limitation is the inability to obtain the opinion and views of the editors and reporters on the factors that affect news selection. There are various factors that the editors and reporters will consider before selecting a particular story item, this study was not able to obtain.

1.8. Operational Definition of Terms

Direction: Direction in the study is pattern of coverage. Whether it is favourable; positively reported or unfavourable, negatively reported or if the reports are neutral (no side).

Prominence: This is the importance attached to the stories; prominence was determined by stories placed in front and back, Inside pages and center spread. Stories that were placed on the back and front pages were regarded as prominent while those on the inside and center pages were regarded as not prominent.

Volume: The volume in this regard is the extent of coverage of the scourge, which implies the number of times or frequency of reports on the disease in the period under review.

Other Subject Categories: These are stories that are not within the defined categories. The defined categories are: HIV/AIDS awareness and testing; HIV/AIDS Cure; stigmatization of HIV/AIDS persons; HIV/AIDS management. Such stories like, humanitarian service to HIV/AIDS patients, seminars and conferences on the disease, world HIV/AIDS day; progress assessment of the disease etc are on the "other subject" category.

Favourable: Stories that call to action in containing the scourge; such stories encourage the public to embrace palliative measure, shun stigmatization etc. they can also be called positive stories.

Unfavourable: Stories that do not call to action in containing the scourge. But discourage action against the HIV/AIDS Scourge

Neutral: Stories that do not encourage nor discourage the public for action at containing the scourge.

CHAPTER TWO

LITERATURE REVIEW

2.1. Introduction

This aspect of this research; takes a look at literature related to the area under study and also discuss the theory that best explains the phenomenon.

2.2. Conceptual Review

2.2.1 Health Communication and the Mass media

Communication is an essential tool in all human endeavours. It can be used to incite or create war between people, ethnic groups or countries of the world. When it is intended to create disaffection, the adverse effect is better imagined. Communication can also be used to influence people and change attitude; especially on serious health issue like HIV/AID, this is referred to as health communication.

Health communication is simply increasing people's knowledge about health issues; employing different strategies and media. It can be carried out to change attitude towards any health challenge; it is concerned with health enhancement and prevention of illness. Health is a very important aspect of national development, Anaeto (2010:133) states:

> Development goes beyond economic indication alone or its growth in the measure of Gross Domestic Product (GDP); it also involves consistent and persistent growth in other sectors. These sectors are education, health, agriculture (including food and nutrition), shelter/housing, environment and socio-political matters. In all of these activities, health index is very important to the survival of others and it is a major factor that helps to accelerate human development as a whole.

It is important therefore; for the media to continually educate people on this very important index of development (health). Also; Akinsola (2006; 49) states, "health education is a carefully planned method to influence or change the attitude and behaviour of individuals and communities by increasing their knowledge and understanding of health and diseases". It is widely known that education is one of the functions of the mass media, and it is particularly important for developing countries.

Therefore; the mass media being a tool of education needs to take up health education. The unique attribute of the mass media in terms of immediacy, massive outreach, efficiency, speed, and availability, makes them viable vehicles for health education. Health education; in the

mass media is important because to a large extent, it determines the health status of individuals in the society.

Again quoting Aneato (2010:134), health education is:

> Teaching individuals, families and communities what to do to be healthy and avoid illness. It involves teaching good health habit and has the following aims; to promote health of mind and body; to promote the use of preventive health service; to enable people change their attitude and behaviour and adopt better habit; to present health teachings in an attractive and acceptable way; to assist individuals and communities to take responsibility for their own health as well as encourage people to use the curative services.

The above statement of Aneato clearly explains the expectations of any effective health communication in the health sector or in any organized society. An effective health communication impact must catalyze changes at societal level; galvanize entire communities into action, prompting the communities to live a healthy lifestyle by taking necessary measures to prevent diseases. Health communication is made possible through various strategies and media; mass or others.

Specifically on mass media; they have a role in any successful health communication programme. The mass media has exposed things; people and situation by their various reports. According to the Nigerian Media Fact report, (as cited in Adeyanju 2010:23) "the mass media has a significant and indispensable place in our lives". They bring to us the true face of today's world; a face which is usually hidden from the common man. It makes us realize that we are being ruled by the wrong people; politicians who are only interested in their personal gains and not the welfare of their people. Credit must indeed be given the mass media for its incomparable

contribution in its attempt to cause change in the different facets of the society; which has definitely benefited the nation and its people.

The mass media are the eyes and ears of the society. Anaeto (2010) asserts that the mass media provide clues to the public about the degree of importance of any issue. Usually, issues covered more prominently by the mass media are likely to be considered most important by the people. For instance; the coverage given to health issues such as HIV/AIDS in the mass media, has made this issue paramount in the minds of the public and has drew concern from the various stakeholders on relevant action to contain the menace.

As earlier stated; the mass media is an important institution in any society, they perform a lot of functions, both for individuals and for the society. According to Okunna (1999:107); "the mass media inform, entertain, educate, promote culture, integrate people, serve as a forum for public debates and discussions, motivate and mobilize people". Two out of these functions so mentioned are particularly relevant to the developing countries; because of the state of their development, these are the information and education functions. Okunna (2003) again explains that the information function of the mass media is all embracing and it is indispensable for the meaningful existence of members of the society. Daramola (2003:30) also lends his voice on the education function of the media; the author posits "the education function is meant to teach people by imparting knowledge with a view to broaden the horizon of the people and develop them."

This development must reflect in the basic life facets like in education; economic, infrastructure, agriculture, environment and health. Health specifically has been one of the country's major challenges. Oyebanji (2007:5) affirm to this fact, when he states that "the health

condition in Nigeria is highly deplorable. Thousands (both children and adult) suffer from diverse health problem

s such as malaria, typhoid, polio, chicken pox, diarrhea, guinea worm, measles etc"

Anaeto (2010:131) posits that; "health is very crucial for the development of human capital and productivity in a country". Only a healthy population can be fit enough to learn all the required skills for productive purposes and have the stamina to engage in production of goods and services to steer the economy of the country forward. The author went further to say that the level of health in Nigeria is low and this has resulted in low quality of human resources and strength of human capital.

The issue of health is so important that it is expected that the mass media (newspaper, magazine, radio and television) a veritable aspect of the society; focus more on it. Hence this study takes a look into how two Nigerian newspapers, *Nigerian Observer*, and the *Guardian* cover one of the world's greatest health challenges; the HIV/AIDS scourge.

The National Agency for the Control of AIDS (NACA) (2014) has reported that Nigeria continues to be home to 10% (3.22 million) of the global 35 millions actual people living with HIV and still has a long way to go in tackling its devastating HIV and AIDS epidemic. A statement by a Nigerian Health Minister; Charles Chukwu Onyebuchi in 2011 Concur to this world report, on Nigeria having "a long way to go in tackling the devastating HIV/AIDS epidemic", when the minister acknowledged the extent of the challenge that Nigeria faces. The minister was quoted in a Nigerian daily as stated by Omoruyi (July 2011:13) thus:

> ...Well, certainly we may not have done it properly
> in the past on the issue of HIV/AIDS, because it appears

> that we started from the top. I went to teaching and specialist hospitals and suddenly find that the foundation was not there . That is what we are trying to reverse now, the investment at the local government level, we now feel that the foundation needs to be strengthen.

This statement of the minister is shocking; this statement was captured in the dailies four years to the Magic year (millennium year). At this year; what one would have expected to hear the health minister say is, how to scale up, not the plan to lay a foundation.

This is going by the series of surveys by National HIV/AIDs Reproductive Health Survey (NARHS) carried out in Nigeria since 1991; to show the prevalence of the disease. As reported in the *Guardian* 2015; in 1991 for example, the prevalence was 1.2%, the survey shows 5.8% prevalence in 2001; a decline of the prevalence, 4.4% was witnessed in 2003, while the prevalence of the disease in 2005 and 2010 saw a rise and fall 4.6% and 4.1% respectively. These prevalence results; which reveal the rate, at which the disease spread in the country, ordinarily would have prompted a more serious action from the government as regard treatment and putting up necessary facilities to contain the situation and prompting an aggressive media campaign to contain the scourge.

The mass media can make this a priority in their development news reporting task or goals; the mass media is an important ally in any public health situation. It serves the role of being a source of correct information as well as an advocate for correct health behaviors. The mass media; in the form of the radio and television, are an effective way to persuade target audiences to adopt new behaviors, or to remind them of critical information.

Mass media can have positive and negative effects on health and it can operate at international; national and local/community levels. Mass media can influence health through

different coverage of news topics. A few of mass media efforts to improve public health as explained by *Vision Project* (2010:2) includes the following tasks:

> Increase awareness of a health problem; for example, people are now very aware of HIV/AIDS. Raise the level of information about health topics; again, aside being aware of the disease, the people knowledge of the HIV/AIDS is raised. Stimulate interpersonal influence via conversations with families, friends, doctors and other experts; the people now talk on the issue of HIV/AIDS disease due to the way the media reported it.

If given enough time and money; mass media campaigns occasionally may operate directly to change some health related behaviour. Nwadigwe (2012) also opined that the social phenomenon of HIV/AIDS are demonstrated by the mass media in such forms as anxiety; fear, and denial, and at its very worst stigma and discrimination is highly colored from the interpretations and perceptions from media reportage and coverage of HIV/AIDS. This much is due to the reality that the people mainly rely on the media to construct their identities.

2.2.2. Component of a Health Campaign

In order for a good health communication program to have impact; it should disseminate appropriate health content that should be accessible to all i.e. placed where it can be available to everyone. It should also be consistent; which clearly means, free from variations and contradictions overtime. It should be understandable; without error and be put in the language the audience will understand.

This understanding of a good health campaign; can make the mass media understand that it has a major role to play in making messages on HIV/AIDs scourge, easily accessible, understandable and consistent in presentation., if the desired health outcome is to be achieved.

2.2.3 Mass Media and HIV/ AIDS Campaigns

Mass media campaigns designed to raise awareness on HIV/AIDS have shown immediate and significant effects in the promotion of voluntary counseling and testing for HIV. According to UNAIDS, 42 million people in the world have HIV infection; use of the mass media is one of the important strategies in communicating behavioral change in relation to HIV/AIDS prevention. Mass media are used to promote voluntary HIV counseling and testing and to sustain test-seeking behavior.

The condition which was later to be called AIDS as explained by WHO Fact Sheet, (2011):

> Was first noticed as something strange and different in June 1981; when the Centers for Disease Control reported that five gay men in Los Angeles all died from a similar rare set of disease symptoms. Within two months; 100 more gay men had died, and there was public awareness from medical publication that some new disease existed.

From early on in the HIV/AIDS challenge; the media have used a series of powerful images to depict HIV/AIDS and people living with it.

Stressing on this, Stevens, and Hull (2013:3) states:

> HIV/AIDS has variously been portrayed as punishment for immoral behavior; as a crime in relation to innocent and guilty victims, as war in relation to a virus that must be fought, as horror in which infected people are demonized.

> Thus, fuelling the now widespread belief that HIV/AIDS is shameful. At the same time; rarely are the voices of People Living with HIV/AIDs heard and expressed, rarely are accurate depictions of healthy individuals who actually continue to live productive lives despite their diagnosis seen, and rarely are positive images of life with treatment and support displayed.

The result of this is that the society lives with a continuous negative depiction of HIV/AIDS and those living with it. These images represent ready-made but inaccurate explanations that provide a powerful basis for stigmatization and discrimination; which delay appropriate help seeking, terminates treatment and interferes with voluntary testing and counseling.

As Babalola, Fatusi, and Anyanti, (2015) argues; several persons living with HIV/AIDS have been denied employment, education and housing because of their status. Some workers have been out rightly sacked because of their positive status; many times workers are made to go through non-consensual testing. Wives have been sent packing and some have committed suicide for the fear of rejection by family; friends and the society. Several others have been denied travel visas as a result of their HIV/AIDs status. In addition; many more refuse to even determine their status, while others have preferred to die in silence. All of these can be linked with the portrayal of the disease by the media.

Considerable experience with mass media HIV/AIDS prevention campaigns has been gained from the developing world. These interventions suggest that; safer sexual behavior can be encouraged by mass media messages that promote favorable norms and behavior in entire communities. For example; in South Africa, the *LoveLife* program found that mass media in combination with a face-to-face intervention was associated with decreased risk of HIV

infection, decreased number of partners, and increased use of condoms, (*New England Journal* 2011). Furthermore; Pettifor, MacPhail, Bertozzi, and Rees, (2012) explains that a radio and television HIV prevention campaign in Ghana directed at those aged 15 to 30 years was successful in decreasing sexual initiation among the youngest cohort. More generally; the media campaign increased awareness of AIDS and condom use among the sexually active.

A more recent mass media campaign in Kenya reported by Kraft, Hill, and Membe, (2012) was successful in increasing the utilization of HIV testing among those aged 15 to 39 years. In the developed societies like; the United States and Europe similar effects have be achieved. Although; media interventions designed to influence adolescent sexual behavior have been attempted in the United States, evaluations have only recently been able to isolate the effects of the media from other intervention components.

According to Stevens, and Hull, (2013:3):

> A multimedia campaign directed to youth aged 14–18 years in Sacramento; California, was associated with a 4.3% population-based increase in condom use with steady partners. An intensive television campaign directed to youth aged 14–18 years in Portland; Oregon, was associated with a 10% increase in condom use for new partners. This finding was consistent with the emphasis in the campaign messages on new partners. In Lexington, Kentucky, a television campaign aimed at young adults who were above average in the sensation-seeking trait resulted in greater condom use.

In several of these interventions; in the US, the mass media exerted greater influence on young people who were at higher risk for STIs, that is, sensation seekers and people with new partners.

The Nigerian media through which the people get most of their reports and information about issues have not been traditionally top on the game; regarding issues and coverage of HIV/AIDs disease. Even the more serious sections of the media are sometimes given to superficial reporting devoid of context and analytic thrust that invites perspective and elevates the debates on public policy affecting the disease.

Assessing effects of a media campaign on HIV/AIDS awareness and prevention in Nigeria; results from the *Vision Project* which was instituted in response to the growing HIV epidemic in Nigeria, by the U.S. Agency for International Development (USAID), aimed at increasing use of family planning, child survival, and HIV/AIDS services. The *Vision Project* used a mass-media campaign that focused on reproductive health and HIV/AIDS prevention. The result shows as reported by Swami, (2013:11) that, exposure to the VISION mass media campaign was high:

> 59%, 47%, and 24% were exposed to at least 1 *Vision* radio, printed advertisement, or TV program about reproductive health, respectively. The *Vision Project* reached a large portion of the population and exposure to mass media programs about reproductive health and HIV prevention topics can help increase HIV/AIDS awareness. Programs that target rural populations, females, and unmarried individuals, and disseminate information on where to obtain condoms, are needed to reduce barriers to condom use.

Improvements in HIV/AIDS prevention behaviour require that programmes efforts and stories in media be continued; scaled up, done in conjunction with other interventions and targeted towards individuals with specific socio-demographic characteristics to continue to elicit positive support.

2.3.4 Overview of HIV/AIDS Scourge Campaign in Nigeria Newspaper.

The Nigerian media must be given some credit for their commitment; despite visible shortcomings, it is obvious that the mass media is a responsive institution and have proven overtime that they are a dependable ally of the people. It is a matter of fact that the mass media is one institution that could help protect the rights of people; by being more conscious of their duties and demonstrating a more responsive commitment to this great challenge. It is based on this that this study now takes a look at the way; newspapers have reported the HIV/AIDS scourge in the past years.

The newspaper which is a veritable aspect of the media is one of the major means by which information is disseminated to the public. Daramola (2003:123) asserts that "newspapers provide a wider variety of news and information than the other media; and they present far more details than radio and television" According to Aneato (2010:133) "the power of the newspapers

to inform, educate, sensitize and mobilize a people is to say the least, tremendous". The Media Awareness Network (2007) posits that newspapers; perform a number of functions for the public such as, informing the public by supplying facts, figures, charts, maps, photos and illustrations. It educates; going beyond the basic facts to in-depth analysis in feature stories, columns, editorial and opinion piece, it also entertain with humour columns, leisure features, comics and puzzles.

Some Nigerian newspapers have reported the HIV/AIDS disease in its early days; specifically in 2005. Beginning with the New *Age* Newspaper; as reported by Ikhariale (2005), it carried the highest number of stories on HIV/AIDS in the year 2005, despite the fact that it is the least in volume. It also appears as the newspaper with a policy to educate the people about HIV/AIDS; this is because, it has a whole page dedicated to reporting HIV on a weekly basis, aside of the regular reportage. Again; it was the only newspaper that carried an editorial about a contentious issue, about certifying and endorsing anti-retroviral drugs. Given the controversy and the importance of this issue in the HIV/AIDS challenge those years, it is an appropriate response worthy of emulation.

According to Aborisade (2005); *The Punch* newspaper also took it upon itself to published 28 stories on HIV/AIDS, during the period of January to March, 2005 in about 12 weeks time span. Specifically, a story captioned "Governors wife supports HIV/AIDS carriers", on 2nd February, 2005, positioned on a strategic space on the left side of the newspaper demonstrates from the story there is need for journalists to understand that, there is a great difference between HIV and AIDS. As explained by Aborisade, (2005:1):

> Some people who are HIV positive do not even require treatment, as their immune system is still very strong. With a positive attitude to life and maintaining a balanced diet,

> they may not even develop AIDS, AIDS the condition at which the immune system is at the mercy of the virus. This stage will exist if a positive person shuns the opportunity for treatment and care which reportage like this make possible because of its impact on stigmatization.

Carrier could be anyone who does not even know his or her status, as portrayed by the journalist who wrote the story.

In addition; in the *ThisDay* Newspapers, a report of the story of May 9, page 71 says " AIDS; Kenya researchers develop animal model " Like it says "Kenyan scientist have developed an animal model to test HIV/AIDS vaccines and drugs", "this will address the ethical and practical aspect of HIV/AIDS research, reduce cost of research and human will no longer be used as guinea pigs". The objective of the process according to this report is to determine the efficacy; safety and side effects of the vaccines.

According to Ikhariale, (2005) when this story is juxtaposed with the reality; the fact that Austrians scientist are jubilating because of the availability of Nigerian girls for their research, one would begin to wonder if stories like this could extend beyond, being just a news report and go further as inquiries about what is happening here. Also; that question be asked of Nigerian scientist, inquiries be made of policies that still allows and support a system where Nigerians are still guinea pigs for researchers. If Kenya could have gone this far; we believe Nigeria's experience should not at least be too far away.

Another look at *The Guardian;* show that the newspaper published 30 stories, between January to March 2005. With a rejoinder to its editorial published on January 11; page 75. It says "The *Guardian* Editorial on HIV/AIDS Scourge" in the view of this report, scourge as defined is

a source of great suffering. Implied meaning like this definitely adds to the apathy that the people already have for HIV.

The above are some of the handpicked stories in the above mentioned newspapers in 2005 to expatiate on the pattern of reporting the scourge in the newspapers. This reporting pattern can have a way of affecting people's attitude regarding the disease.

2.3. Review of Empirical Studies

This aspect of the study mainly centered on the studies in the area that best explain the phenomenon under study. For instance; a study, '*Therapeutic drug monitoring; HIV; Antiretroviral; Drug interactions; Pharmacogenetics'* carried out in the US and published in the *Journal of AIDS and Clinical Research* (Open Access omicsonline.org/aids-clinical-research.php), looks at the clinical laboratory measurement of the levels of drugs in plasma, serum or blood of patients. The major findings of that study explains that; with appropriate medical interpretation, clinical laboratory measurement of the levels of drugs in plasma, serum or blood of patients, will directly influence drug prescribing procedures and will go a long way in improving the life of HIV/AIDS patients. Another study published by Anti-Virus Emergency Response Team (AVERT) UK in 2014 found that; life expectancy for HIV-positive people on successful treatment with the use of ARV in the UK is now considered 'normal'. (www .avert.org/hiv-aids-uk.htm).

In Nigeria; the situation has captured the attention of researchers in different field into ways of abating the scourge. Imoh (2007), investigated; awareness, knowledge and attitude of youth towards HIV/AIDS prevention in Nigeria. The study discovered that about 83% of the respondents have heard about the disease; about 94.8% cannot tell the meaning of the acronym, while about 62% do not believe in the existence of the disease, when they claimed to have heard of the advertisement messages concerning the disease.

Asakitikpi (2008) in the study; "*Traditional Versus Modern Communication: AIDS and the Nigerian Youth in Globalised Village in Nigeria*". Compare the traditional form of communication through oracle and priests with the use of ICT in communicating HIV/AIDS messages to the Nigerian youth. The researcher's findings; show that the youth lack media literacy which does not encourage them to understand or comprehend the impact of the message on their lives and their culture as a whole.

Udokah and Iwokwagu also did a study in 2008 on; *"Promoting HIV/AIDS prevention among Adolescents in Nigeria through Communication: A Pragmatic Approach*", it is observed in the study that; despite information acquisition, there is still no change in behaviour of Nigerians towards HIV/AIDS. The model for preventing the disease as proposed by the researcher's states that; adolescents should be exposed to accurate information about sex before attaining the sexuality age.

Oboh and Adeleke in a 2009 study "*Communication, Awareness Message on HIV/AIDS: the Nigerian Pentecostal Pastors' Approach*" carried out among Pentecostal pastors in some selected churches (Church of God Mission (CGM), Living Faith Church (LFC), The Redeemed Christian Church of God (RCCG)) in Nigeria, observed that; Nigerian Pentecostal pastors are

involved in the on-going campaign against the spread of HIV/AIDS pandemic and many of them are taking steps toward ensuring that, the spread of HIV and its effects on those already living with the virus are reduced to the barest minimum.

Lastly, the study of Makinde in 2009; *The Role of Illocutionary Force in HIV/AIDS Management Campaign Messages in Nigeria;* using copies of HIV/AIDS advertisements purposefully drawn under the five campaign phases viz: creating awareness phase; cure/prevention and stigmatization phase; gender equality phase, peer pressure phase and hope for better future phase, reveals how language is used in the society with its unique way of expressing solidarity and support for people with HIV/AIDS, as well as encourage others to get tested in other to save their own lives.

What makes this study; "Content Analysis of Reportage of HIV/AIDS Scourge by The *Nigerian Observer* and *The Guardian* newspapers (2012 - 2014)"; specifically different; is that, it seeks to know the volume; prominence and direction of reportage of the disease by the *The Nigerian Observer* and the *Guardian* newspapers. It is important because; knowing this will help assess the way the newspapers have supplied information on the disease, to effectively mobilizing the public to key into the government and non-government initiatives for the control of the scourge; by the way they have reported the disease.

2.4. Theoretical Framework

The study is anchored on the theses of the Agenda Setting theory; this social science theory is based on the ability of the news media to influence the silence of topics on the public agenda.Obaze and Ogbiti (2004). The theory argues that in choosing and displaying news, editors, newsroom staff and broadcasters play an important part in shaping political reality. Agenda setting theory states that readers or audience learn not only about a given issue but also how much importance to attach to that issue from the amount of information presented and the position of the issue in the news media, (McQuail 2007)

According to Obaze and Ogbiti (2004), McCombs and Donald Shaw developed the theory in 1968 with the American presidential election. It attempt to make predictions that; if a news item is covered frequently and prominently the audience will regard the issues as more important. Though, other scholars like Walter Lipmann have long since made inquiry in 1922 that the mass media are the principal connection between events in the world and images in the

minds of the people. Bernard Cohen also lay claim in 1963 to the fact that media have a role to play in telling the readers what to think about.

Watson and Hills (2006) posits that the theory was actually made popular by the works of Max McCombs and Donald Shaw in a public opinion quarterly in 1968. There are principally two core assumptions of this theory. One, that the press and the media do not reflect reality, they gatekeep or shape reality; Secondly, media presentation of an issue and subjects leads the public to percieve the issue as more important than other issues that are silent.

Agenda Setting argues that the more frequently and prominently the news media cover an issue the more the issues become more acceptable in the audience memories. The theory was originally met for the news media, though it can now be applied to other areas of the media, (McQuail 2007). Various researches led to the development of the theory to a second level, where it was pointed out that framing is relevant in determining how society is influenced by the media. The framing stances describe how an article or media item may be presented to affect the perception of the audience or viewer.

The theory presents its own weaknesses, one of such are that, it imply that the audience takes generally passive position; the public is not as passive as the theory as assumed. John Fiske has challenged the view of a passive audience of this theory, Obaze and Ogbiti (2004). Depite this weaknesses it is still relevant to the study under review.

This study takes a look at content analysis of two Nigerian newspapers reportage of HIV/AIDS scourge, the relevance of this theory to the study is that; it shows *The Nigerian Observer* and *The Guardian* Newspapers effort at supplying information on the HIV/AIDS scourge to the public. According to the assumptions of the theory, the way a news media harp an

issue or on an issue can lead the public to perceive the issue as important or prominent.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1. Introduction

This study content analyzed Newspapers reportage of the HIV/AIDS Scourge by *The Nigerian Observer* and *The Guardian* Newspapers, (2012 - 2014); this part of the research work explains the procedure that was followed to gather data. This chapter is set to discuss the details of the procedures adopted.

3.2. **Research Method**

The study adopted content analysis method. Prasad, (2008); Nachmias and Nachmias (1976), (as cited in Ozohu-Suleiman 2013:79) states; "content analysis is a scientific way of studying communication content. It studies content with reference to the meaning, context and intentions contained in messages and form the basis for drawing inferences and conclusions about the content.

Some researchers, have made inquiring into certain situations using this method; such as Onosu (2010), in a "*Content analysis of editorial pages of the Nigerian Tribune, Daily Times*

and the Vanguard newspapers", the researcher, in this study was able to show factors which influence the writing of the editorial page of newspapers. Adeyanju in his 2010 study; "*The role of letters to the editors in the feedback process of government policies in Nigeria (2000-2005)"* the study content analyzed two national dailies and two weekly news magazines to show how letters to the editors affect government policies. The findings of the study shows that the government do not see letters to the editor as an important means of getting feedback on its policies.

Again; Edemode (2002) in a study; C*ontent analysis of women in advertisement in Nigerian newspapers: Study of the Daily Times and The Punch Newspapers*" reveals the presentation of women in advertisement in Nigerian dailies, which is subjective. Content Analysis in this study helped to measure the volume of reportage of HIV/AIDS; the prominence given to HIV/AIDS scourge reportage and direction of reportage of the HIV/AIDS Scourge by *The Nigerian Observer* and *The Guardian* Newspapers.

3.3. Population

The population of the study was the 1,562 editions of *The Nigerian Observer* and *The Guardian* newspapers in the period of 2012-2014. These newspapers were selected based on certain unique characteristics; first, according to the Advertisers' Association of Nigeria (ADVAN 2010) ranking of Nigeria online newspapers, *The Guardian* Newspaper ranked as 7th online most widely read newspaper. The researcher used this ranking to select the newspaper; though there were other newspaper on the rank before *The Guardian* Newspaper, this privately owned newspaper was purposively picked because of its popularity in the region *The Nigerian Observer* is published and also because it is one of the few relatively long-lasting national

newspapers in Nigeria; in order words, ownership and geographical region were also key characteristics in the consideration for the selection of *The Guardian* Newspaper.

Again; another reason for the consideration of the selection of the newspaper is its health page. *The Guardian* Newspaper gives space to health issues especially on Thursdays. It is popular with this health page; *Science Guardian,* this is the page were health issues are reported, it usually runs on a four pages and at the center.

Though *The Nigerian Observer* is down on the ADVAN ranking scale of 2010; on its 14th position, it is the only government newspaper that is still being located on the Nigeria newsstand. The *Nigerian Observer* was established on May 29, 1968, by the then Military regime of Brig-Gen. Samuel Osaigbove Ogbemudia. In its 49 years of unbroken newspaper production in Nigeria, it has been able to make considerable impact among the people of Edo state, the newspaper with its continuous lean publication has kept its numerous readers for almost five decades

On the aspect of editorial contents the newspaper constantly report on health issues; it has different health pages for disseminating health information, these pages comes on different days like; Health- *Natural Medicine* with Dr. Mao on Wednesday; *Health* on Sunday; *Child Health and You* on a Thursday; *Healthy Living* on Sunday. This newspaper was also purposely picked on the ADVAN ranking of online newspapers of 2010; because, it is the only government newspaper that can still be located on the newsstand.

According to McQuail (2007); selection of newspapers for content analysis can be done based on various reasons, one of such is ownership, that is, if the newspaper is government or privately owned, this characteristics was a major factor in the selection of these two newspapers

on the ADVAN 2010 ranking list of online newspapers.

3.4. Sample Size

The study is a census which test or measure every element in the population. According to Wimmer and Dominick (2003:459), a census is an analysis in which the sample comprises every elements of a population."

There are a total of 781 editions of *The Nigerian Observer* newspaper for the content analysis; these cover a period of three years, 2012 to 2014. The something is applicable to *The Guardian* newspaper (2012 - 2014).

The first year of the analysis 2012 is a leap year; there are 261 editions in this year, the other years 2013 and 2014 are not leap years, there are 260 editions in each of these years, these amounted to 1,562 editions in the three years for the two newspapers.

3.5. **Data Collection Method**

The method of gathering data for this research is content analysis. It is the objective and systematic study, reading summarization, coding, computation and interpretation of communication content, (UNESCO, 2013). Content Analysis in this study was used to answer research questions, provide the solutions to the set objectives. The two situations presented

above try to know the volume, direction and prominence given to information on HIV/AIDS Scourge by the selected newspapers.

According to Wimmer and Dominick (2003), content analysis is classified into five different uses, which are; to describe communication content; to assess the image of a society and probably begin a research into media effect; to compare the content of media to the real world and to test hypothesis. What is most important in the author's classification to the study is; to describe communication content. The communication content in this case are the newspapers reports on HIV/AIDS scourge; the content analysis method was used to ascertain the volume of information on HIV/AIDS scourge, prominence given to the scourge and the direction of the reportage.

This method helped provided quantitative and qualitative data on newspapers coverage of HIV/AIDS scourge. The quantitative in this method is the volume of reportage these newspapers gave to the HIV/AIDS scourge; as clearly defined in the subject category. Prominence given to the reportage of HIV/AIDS scourge is simply where the stories is positioned in the newspaper or the page placement of the stories, in the context of mass communication this has meaning. The qualitative aspect of this study looks at direction of reportage of the scourge, if it is faviourable, unfaviourable or neutral.

3.6. **Data Gathering Instrument**

The data gathering instrument applicable to the content analysis method is the coding sheet; this was both quantitative and qualitative. The quantitative aspect included the subject categories; the qualitative included the units of analysis.

3.7. Content Categories.

The content categories are: Volume of HIV/AIDS reports; Prominence and Direction of coverage.

Volume was measured by categorizing the disease into different phases or stages. According to Aneato (2010), categories of a health content can be derived from the various disease phase.

The different stages of HIV/AIDS are:

HIV/AIDs Awareness and Testing: Stories that brings to the public; knowledge of the disease, and are calling the public to know or test for their status, they also encourage the public to take preventive method, are in this category.

HIV/AIDs Cure: These are stories that explain possible cure, or efforts by scientists at ensuring cure of the disease.

Stigmatization of HIV/AIDs Persons: These are stories that tells of how HIV/AIDs Persons are stigmatized either in marriages, homes or work places and even in communities, they also show the effect of stigmatization or explains the dangers of stigmatization

HIV/AIDs Management: These are stories that educate the public on how persons on how people living with the disease can still live a meaningful life. These are stories that encourage them to take the palliative treatment, like Antiretroviral Treatment, sticking to a diet etc.

Others: These are stories which explains how donations or support was given to persons living with the disease, seminar and workshops for HIV/AIDS persons, celebrations of world AIDS day

These were used to measure the volume of reportage on the scourge. That is; how much of reportage did the newspapers bring to the public on awareness and testing; Cure; stigmatization; etc. Knowing the amount of reportage on each of these categories; helped to tell the amount of reports on HIV/AIDS Scourge in the period of observation.

Prominence was determined by where the stories are placed on the pages of the newspapers. The various spaces used to assess the prominence given to HIV/AIDS Scourge are the Front and Back pages, they were taken as the prominent pages, (Orhewere, 2003), while the inside and center spread are the not prominent pages.

Direction of HIV/AIDS scourge reportage was determined by the way the stories were reported. If they are Faviourable Stories; the ones that mobilize the public for action in containing the scourge, such stories encourage the public to embrace palliative measure, shun stigmatization etc. they can also be called positive stories. Unfaviourable stories on the other hand do not mobilize the public for action in containing the scourge while neutral **s**tories do not encourage nor discourage the public for action at containing the scourge.

3.8. Unit of Analysis

The units of analysis for this study are the entire reports or articles on HIV/AIDS Scourge in both *The Nigerian Observer* and *The Guardian* newspapers for the period of study.

3.9.1. Validity

Validity according to Wimmer and Domoinick (2010) is usually the degree to which an instrument actually measures what it sets out to measure. Inter-coder Reliability was carried out to ascertain the validity of the instrument. The result of the test is presented in the reliability section.

3.9.2. Reliability

The concept of reliability is crucial to content analysis. If a content analysis is to be objective, its measures and procedures must be reliable. Reliability is present when repeated measurement of the same material results in similar decision or conclusions. The pilot test, usually provide the opportunity to know if the questions will yield relevant results.

Cohen Kappa's reliability test method was adopted for the study, using 5% of the sample population. To calculate the inter-coder reliability, three variables were tested and these include; volume; prominence and direction. The values and interpretations of the variables tested are:

Volume: 0.81; the result shows there is almost perfect agreement between the two coders

Prominence: 0.83; the result shows there is almost perfect agreement between the two coders

Direction: 0.79; there is substantial agreement between the two coders.

3.10. Data Analysis Method

The data from the content analysis were presented in tables. On the table's vertical axis are the subject categories and unit of analysis on the horizontal axis.

Implication of the data followed each presentation, quantifying each data on a nominal level. Obaze and Onosu (2007) observed that non-parametric statistics are appropriate with nominal scale. This simply means ascribing numeral to categories as they occur.

The analysis was done using simple percentages. According to Wimmer and Dominick (2003), descriptive statistics... Such as percentages, mean, mode and median are appropriate for content analysis; only when the study is hypothesized can inferential statistics be acceptable.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4. 1. Introduction

This research work was set to measure the volume of reportage of the HIV/AIDS scourge; to determine the prominence and direction of reportage of the scourge. The editions of the newspapers available for content analysis was quiet high as against the missing editions; which are a negligible number, which is believed will have no significant impact on the result of the findings.

Table 4. 1: Volume of HIV/AIDS scourge stories in the selected newspapers in year 2012.

CATEGORIES	*THE OBSERVER NEWSPAPER*		*THE GUARDIAN NEWSPAPER*	
	2012	**%**	**2012**	**%**
Awareness	6	25	7	19.4
Stigmatization	4	16.7	1	2.8
Management	3	12.5	13	36.1
Cure	4	16.7	2	5.6
Others	7	29.2	13	36.1
Total	24	100	36	100

Content Analysis Data from Field Report in 2015

The volume of reportage in this regard is the extent of coverage of the scourge; which is the number of times or the quantity of reports on the disease the newspaper published in the period under review.

Considering the enormous issues in the society; it can be said that the newspapers reported the disease enough in 2012. That is going by the data presented; the newspaper brought the disease to the public notice in the year under review, stories on the scourge were brought to the public in the different disease phase categorization.

Though the study is not a comparative analysis; there are more published stories on the HIV/AIDS scourge in *The Guardian* newspaper, than they appeared in *The Nigerian Observer* newspaper in year 2012, but *The Nigerian Observer* newspaper had more of its stories on Awareness and *The Guardian* newspaper concentrated most of its stories on management of the scourge. It goes to show that the newspaper supplied the public information which can lead the public to percieve the disease as a serious issue to give attention, as stated in the assumptions of

the Agenda Setting theory.

Table 4. 2: Volume of HIV/AIDS scourge stories in the selected newspapers in year 2013.

CATEGORIES	***THE OBSERVER NEWSPAPER***		***THE GUARDIAN NEWSPAPER***	
	2013	**%**	**2013**	**%**
Awareness	5	29.4	1	2.4
Stigmatization	1	5.9	3	7.3
Management	5	29.4	14	34.1
Cure	3	17.6	13	31.7
Others	3	17.6	10	24.4
Total	17	100	41	100

Content Analysis Data from Field Report in 2015

In the table above; *The Guardian* newspaper published more stories on HIV/AIDS scourge than *The Nigerian Observer* in the year 2013. It is revealed that *The Nigerian Observer* stories are more on awareness and management, in contrast to *The Guardian* newspaper which had most of its stories on management and cure. Considering the nature of the disease and the stage; it is expected that stories on cure or management should be more harped than stories which create awareness. One can again conclude, the newspapers also supplied the public with information which can lead them to change their perception.

Table 4. 3: Volume of HIV/AIDS scourge stories in the selected newspapers in year 2014.

CATEGORIES	***THE OBSERVER NEWSPAPER***		***THE GUARDIAN NEWSPAPER***	
	2014	**%**	**2014**	**%**
Awareness	7	46.7	6	20
Stigmatization	1	6.7	-	-
Management	2	13.3	11	36.7
Cure	2	13.3	7	23.3
Others	3	20	6	20
Total	15	100	30	100

Content Analysis Data from Field Report in 2015

The revelation in 2014 also goes to show that; *The Guardian* newspaper published more stories on HIV/AIDS scourge than *The Nigerian Observer* did in the year 2014. *The Nigerian Observer* published most of its stories on the scourge on management and cure. Though *The Guardian* published stories on awareness of the scourge, it is not in tandem with that published in *The Nigerian Observer*. It is observed that *The Guardian* newspaper do not have any story on stigmatization which left a doubt in mind whether it did not consider this issue as important; considering how persons living with the disease contend daily with issue of stigma in the Nigerian society. It can again be concluded that the newspapers supplied the public information on the disease that can change their perception.

Table 4. 4: Prominence given to the HIV/AIDs scourge stories by *The Nigerian Observer* Newspaper in year 2012.

CATEGORIES	*THE OBSERVER NEWSPAPER*							
	FRONT PAGE		BACK PAGE		CENTER PAGE		INSIDE PAGE	
	VALUES	%	VALUES	%	VALUES	%	VALUES	%
Awareness	-	-	-	-	-	-	6	25
Stigmatization	-	-	-	-	-	-	4	16.6
Management	-	-	-	-	-	-	3	12.5
Cure	2	8.3	-	-	-	-	2	8.3
Others	-	-	-	-	-	-	7	29.2
Total	2	8.3	-	-	-	-	22	91.6

Content Analysis Data from Field Report in 2015

Prominence is the importance attached to the stories. Prominence here is determined by the space allocated to the stories in the newspapers. Front and Back pages are the various spaces used to determine prominence in the newspapers. Stories that were placed on the inside page and center pages are considered not prominent stories.

The findings in 2012 of the reportage by *The Nigerian Observer* newspaper is surprising because; in terms of prominence, where a story is placed in the print media matters, front and back pages attracts much attention. Most of the stories in the year under review in the newspaper are on its inside pages. This obviously; cast some doubt in the mind as to whether the newspaper considers the issue as important because of the way it placed it in the year under review.

Table 4. 5: Prominence given to the HIV/AIDs scourge stories by *The Nigerian Observer* Newspaper in year 2013

CATEGORIES	*THE OBSERVER NEWSPAPER*							
	FRONT PAGE		BACK PAGE		CENTER PAGE		INSIDE PAGE	
	VALUES	%	VALUES	%	VALUES	%	VALUES	%
Awareness	-	-	-	-	-	-	5	29.4
Stigmatization	-	-	-	-	-	-	1	5.9
Management	-	-	-	-	-	-	5	29.4
Cure	1	5.9	-	-	-	-	2	11.7
Others	-	-	-	-	-	-	3	17.6
Total	1	5.9	-	-	-	-	16	94.1

Content Analysis Data from Field Report in 2015

The issue of prominence is again down played in year 2013; it is also surprising because it is expected that serious phase of the disease like management and cure be given more prominence. But in this case; only once did *The Nigerian Observer* newspaper publish a negligible number of its stories on the scourge on the front page; this is a clear demonstration of the importance the newspaper has for the issue.

Considering the fact that this newspaper is government owned; it ought to be more involved in development task, since according to the assumptions of the Agenda Setting theory the media supply information that can lead the public to change perception of an issue.

Table 4. 6: Prominence given to the HIV/AIDs scourge stories by *The Nigerian Observer* Newspaper in year 2014

CATEGORIES	*THE OBSERVER NEWSPAPER*							
	FRONT PAGE		BACK PAGE		CENTER PAGE		INSIDE PAGE	
	VALUES	%	VALUES	%	VALUES	%	VALUES	%
Awareness	**1**	**6.7**	**-**	**-**	**-**	**-**	**6**	**40**
Stigmatization	**-**	**-**	**-**	**-**	**-**	**-**	**1**	**6.7**
Management	**-**	**-**	**-**	**-**	**-**	**-**	**2**	**13.3**
Cure	**1**	**6.7**	**-**	**-**	**-**	**-**	**1**	**6.7**
Others	**1**	**6.7**	**-**	**-**	**-**	**-**	**2**	**13.3**
Total	**3**	**20**	**-**	**-**	**-**	**-**	**22**	**80**

Content Analysis Data from Field Report in 2015

It is again seen in year 2014; that *The Nigerian Observer* newspaper failed to give more prominence to the serious phases of the disease like cure, management. Though there is an improvement in the way the newspaper reported the issue in terms of prominence, it would have done better because; on the agenda of government is how to make society better, in health, economy and social.

Table 4. 7: Prominence given to the HIV/AIDs scourge stories by *The Guardian* Newspaper in year 2012

CATEGORIES	*THE GUARDIAN NEWSPAPER*							
	FRONT PAGE		BACK PAGE		CENTER PAGE		INSIDE PAGE	
	VALUES	%	VALUES	%	VALUES	%	VALUES	%
Awareness	-	-	-	-	-	-	7	19.5
Stigmatization	-	-	-	-	-	-	1	2.8
Management	-	-	-	-	-	-	13	36.1
Cure	-	-	-	-	-	-	2	5.6
Others	-	-	-	-	-	-	13	13
Total	-	-	-	-	-	-	36	100.1

Content Analysis Data from Field Report in 2015

The findings in 2012; of the reportage by *The Guardian* newspaper is surprising because of the way the newspaper reported the issue. It is seen from the data presented that the newspaper did not give prominence to the issue; it goes to show that the newspaper did not consider the issue as important.

This goes to confirm the argument of Ogbiti (2002) that the entrepreneur is profit driven, he prefer to give prominence to issues that may likely fetch him profit, rather than the issue of HIV/AIDS scourge.

Though, the newspaper reported the issue at all; it should harped more on it by giving it prominence. If we look again; at the argument of an effective health communication impact, it must catalyze change at societal level; galvanize entire communities into action, prompt the communities to live a healthy lifestyle by taking necessary measures to prevent disease, Anaeto (2010). All of these are largely due to the way the health challenge is reported by the media.

Table 4. 8: Prominence given to the HIV/AIDs scourge stories by *The Guardian* Newspaper

in year 2013

CATEGORIES	*THE GUARDIAN NEWSPAPER*							
	FRONT PAGE		BACK PAGE		CENTER PAGE		INSIDE PAGE	
	VALUES	%	VALUES	%	VALUES	%	VALUES	%
Awareness	-	-	-	-	-	-	1	2.4
Stigmatization	-	-	-	-	-	-	3	7.3
Management	-	-	-	-	-	-	14	34.2
Cure	3	7.3	-	-	-	-	10	24.4
Others	1	2.4	-	-	-	-	9	21.9
Total	4	9.8	-	-	-	-	37	90.2

Content Analysis Data from Field Report in 2015

In comparism with the previous year; it can be observed that most of the front pages stories in *The Guardian* newspaper were on cure of the disease, this goes to show that the newspaper made an attempt to report more prominently on the serious disease phase.

Progress is made from the way the newspaper reported the issue in the year under review. It placed the stories on the scourge on the front pages four times (9.8%) compared to the previous year. It is right to say that the newspaper consider the issue important, hence gave it prominence.

Table 4. 9: Prominence given to the HIV/AIDs scourge stories by *The Guardian* Newspaper in year 2014

CATEGORIES	*THE GUARDIAN NEWSPAPER*							
	FRONT PAGE		BACK PAGE		CENTER PAGE		INSIDE PAGE	
	VALUES	%	VALUES	%	VALUES	%	VALUES	%
Awareness	-	-	-	-	-	-	6	20
Stigmatization	-	-	-	-	-	-	-	-
Management	-	-	-	-	-	-	11	36.6
Cure	-	-	-	-	-	-	7	23.2
Others	-	-	-	-	-	-	6	20
Total	-	-	-	-	-	-	30	99.8

Content Analysis Data from Field Report in 2015

From the table above; *The Guardian* newspaper did not give prominence to the issue of the scourge; out of the 30 stories published in this year, there is no front page story on the issue, all of its stories this year are inside pages stories. In the year under review the issue was again neglected in terms of prominence.

Though, the newspaper provided information on HIV/AIDS to the public, it failed to give the issue prominence. According to Edemode and Bello-Imam (2013) the media is to supply the public meaningful information that will be beneficial to their existence.

Table 4. 10: The Direction of reporting the HIV/AIDs Scourge in the selected Newspapers in year 2012.

CATEGORIES	*THE OBSERVER NEWSPAPER*						*THE GUARDIAN NEWSPAPER*					
	FAVOURABLE	**%**	**NUETRAL**	**%**	**UNFAVOURABLE**	**%**	**FAVOURABLE**	**%**	**NUETRAL**	**%**	**UNFAVOURABLE**	**%**
AWARENESS	6	25	-	-			**4**	**11.1**	1	2.8	**2**	**5.6**
STIGMATIZATION	**3**	**12.5**	1	4.2	**-**	**-**	1	2.8	**-**	**-**	**-**	**-**
MANAGEMENT	3	12.5	**-**	**-**	**-**	**-**	**10**	**27.8**	**1**	**2.8**	**2**	**5.6**
CURE	4	16.7	**-**	**-**	**-**	**-**	**2**	**5.6**	**-**	**-**	-	
OTHERS	**1**	**4.1**	5	20.8	**1**	**4.2**	7	19.4	**4**	**11.1**	**2**	5.6
TOTAL	**17**	**70.9**	6	25	**1**	4.2	**24**	66.7	**6**	**16,7**	**6**	**16.8**

Content Analysis Data from Field Report in 2015

The Guardian newspapers have more favourable stories on the scourge than there are in *The Nigerian Observer in* year 2012. While it is expected that the government owned media should be more committed to mobilizing the public for action on the scourge, the above table portrays the reversed.

As postulated by Obaze and Ogbiti (2004), the press should provide a continuous flow of information about issues accurately over an extended period of time. By this statement, the press should not only provide information but accurately present information which will enable the public better their lives.

Table 4. 11: The Direction of reporting the HIV/AIDs Scourge in the selected Newspapers in

year 2013.

CATEGORIES	*THE OBSERVER NEWSPAPER*						*THE GUARDIAN NEWSPAPER*					
	FAVOURABLE	%	**NUETRAL**	%	**UNFAVOURABLE**	%	**FAVOURABLE**	%	**NUETRAL**	%	**UNFAVOURABLE**	%
AWARENESS	3	17.6	-	-	2	11.8	**1**	**2.4**	-	-	**-**	**-**
STIGMATIZATION	**1**	**5.6**	-	-	**-**	**-**	3	7.3	**-**	**-**	**-**	**-**
MANAGEMENT	5	29.4	**-**	**-**	**-**	**-**	**9**	**21.9**	**3**	**7.2**	**2**	**4.9**
CURE	3	17.6	**-**	**-**	**-**	**-**	**7**	**17.1**	**2**	**4.9**	4	9.8
OTHERS	**-**		3	17.6	**-**	**-**	8	19.5	**1**	**2.4**	**1**	2.4
TOTAL	**12**	**70.5**	3	17.6	**2**	11.8	**28**	682	**6**	**17.1**	**7**	**17.1**

Content Analysis Data from Field Report in 2015

Out of the 17 stories published in year 2013 in *The Nigerian Observer;* 12 of these stories were favourable reportage on the scourge. *The Guardian* newspapers has 41 stories in the year 2013 on HIV/AIDS scourge but there were 28 favourable stories, the table showed that *The Guardian* newspapers again had more favourable stories on the scourge than *The Nigerian Observer* in the year 2013.

Table 4. 12: The Direction of reporting the HIV/AIDs Scourge in the selected Newspapers in year 2014.

CATEGORIES	*THE OBSERVER NEWSPAPER*						*THE GUARDIAN NEWSPAPER*					
	FAVOURABLE	**%**	**NUETRAL**	**%**	**UNFAVOURABLE**	**%**	**FAVOURABLE**	**%**	**NUETRAL**	**%**	**.UNFAVOURABLE**	**%**
AWARENESS	4	26.7	2	13.3	1	6.7	**4**	**13.3**	-	-	**2**	**6.7**
STIGMATIZATION	**1**	**6.7**	-	-	**-**	**-**	-	-	**-**	**-**	**-**	**-**
MANAGEMENT	2	13.3	**-**	**-**	**-**	**-**	**6**	**20**	**3**	**10**	**2**	**6.7**
CURE	2	13.3	**-**	**-**	**-**	**-**	**3**	**10**	**1**	**3.3**	3	10
OTHERS	**2**	13.3	1	6.7	**-**	**-**	1	3.3	**3**	**10**	**2**	6.7
TOTAL	**11**	**73.3**	3	20	**1**	6.7	**14**	46.6	**7**	**23.3**	**9**	**30.3**

Content Analysis Data from Field Report in 2015

Out of the 15 stories published in year 2014 in *The Nigerian Observer; 11* stories were favourable reportage on the scourge. *The Guardian* newspapers had 14 favourable stories on the scourge in this year.

It can be concluded that *Nigerian Observer newspaper* published more favourable stories on the scourge than *The Guardian* newspaper did in the year under review.

4.3. Discussion of Findings

The analysis and discussion of findings is done in line with the research questions posited. The following helped provided data to the issue understudy.

Research Question One: What is the volume of HIV/AIDS scourge reportage in *The Nigerian Observer* and *The Guardian* newspapers?

The first question that this research was set to answer was to find out the volume of coverage of the reportage on HIV/AIDS scourge. By this; it means the extent of coverage of the scourge, which is the number of times or quantity of the reports about the disease the newspapers published in the period under review. What reportage on the scourge are the newspapers bringing to the people and how many were the reports brought to the people?

This was done by classifying the HIV/AIDS scourge into the different stages or phase. As already made clear in the subject categories, which are; HIV/AIDS awareness and testing; HIV/AIDS Cure; stigmatization of HIV/AIDS persons; HIV/AIDS management and Others.

Tables 4.1; 4.2 and 4.3 revealed that HIV/AIDS scourge stories were published in the selected newspapers in the year understudy. That the issue was represented at all in the period of study suggests that the newspapers consider the issue as important and as such gave it coverage. It also goes to show that the newspapers supplied information on the disease to the public which can lead the public to perceive HIV/AIDS is an important issue and such give it attention; as clearly stated in the Agenda Setting theory. According to McQuail (2007), the central thesis of Agenda Setting theory is that the media see that the public get enough information regarding an issue. On this aspect of reporting the scourge it goes to show that the media supplied the public adequate information which can make the public to begin to perceive the disease as important thereby taking appropriate measures or actions to contain the disease.

The revelations in these tables are surprising considering the fact that *The Guardian* newspapers, a privately owned newspaper gave reportage to the issue of HIV/AIDS scourge, than *The Nigerian Observer* newspaper. *The Nigerian Observer* newspaper is a government

owned newspaper, it is expected to be more committed to government agenda such as the Millennium Development Goals (MDGS) where HIV/AIDS is one of the listed goals than a privately owned proprietorship newspaper where profit is the key, but here the newspaper devoted less space to the scourge. However; that the issue was reported at all in this period under review, goes to show that the newspapers supplied information on the disease.

The revelation also goes to show that the issue of the scourge must not be trivialized by every stakeholder including the media. The reportage given by these newspapers to the scourge is a demonstration of their commitment to a better society especially the health sector. Credit must indeed be given the newspaper here for its attempt to cause positive change in the society; which will in turn benefit the nation and its people. This is clear from the data presented; each of the newspapers was able to present the issue substantial times, considering the multifarious issues and problems in the society and nation at large.

Research Question Two: What prominence have *The Nigerian Observer* and *The Guardian* newspapers given to HIV/AIDS scourge reportage from 2012 - 2014

The second research question is on prominence of the HIV/AIDS scourge stories. Here; the position of the stories were used as judgmental tools to assessing the newspapers supply of

information to the public. Newspaper stories are arranged on the pages in order of their importance (Orhewere 2003). Front and back pages are important to newspaper organizations. Most times very important stories are placed on the front pages and at times back pages.

Where ever a story is placed in the newspaper signifies the importance or relevance of that story. Tables 4.4; 4.5; 4.6; 4.7; 4.8; 4.9; revealed the prominence given to these stories published in the selected newspapers. In these tables the two newspapers did not place the stories on the front or back pages, most of the stories appeared on the inside pages, *The Nigerian Observer* published most of its stories on HIV/AIDS scourge on its inside pages between year 2012-2014.

As Orhewere (2003) observed that front and back pages are important to newspaper organizations; most times, very important stories are placed on the front pages, going by the data presented in the tables. It can be said that *The Nigerian Observer* in all the three years of analysis did not give enough prominence to the issue; even though it reported on the scourge, it failed to give it prominence. This assertion is based on the fact that only a few times did the newspaper report the scourge on its front page. This is surprising considering the fact that the said newspaper is a government newspaper that is expected to be more committed to information dissemination to the public which will equip the public to take meaningful decisions.

A look at the prominence given to the scourge by *The Guardian* newspapers revealed that the newspaper also placed most of its stories on the scourge on its inside pages of the newspaper in 2012; 2013 and 2014, *The Guardian* newspapers did not place any stories on the scourge on its front pages.

Usually, issues covered more prominently by the Mass Media are likely to be considered

most important by the people. This statement confirms that the newspaper has not given or reported prominently the scourge going by the way it positioned the issue. *The Guardian* newspapers, like its counterpart in this study failed to give enough prominence to the issue.

The Theses of the Agenda Setting theory states that news media presentation of an issue or subjects leads the public to perceive the issue as important and prominent. The understanding of prominent in the media context is where an issue is positioned or placed in the media; the way the newspapers positioned or placed the reportage of HIV/AIDS scourge can also affect the cognitive thinking of the audience to perceive the issue as not important.

Research Question Three: What is the direction of HIV/AIDS scourge reportage by The *Nigerian Observer* and *The Guardian* newspapers in the period of observation?

Tables 4.10; 4.11; 4.12 revealed how the selected newspapers wrote favourably or unfavourably on the issue of HIV/AIDS scourge. From these tables *The Nigerian Observer* published more favourable stories than the *Guardian* newspaper. By presenting the scourge in a more favourable light the media is communicating development issue in the health sector giving the public the accurate information on the scourge. The way the media presented the scourge in

this regard will encourage the public to embrace any management method presented, know the advantages and disadvantages of stigmatization as well as learn of any cure available.

It is expected that stories that mobilize the public for action in containing the scourge, and also to embrace palliative measure, should be more harped on by the newspapers. The data presented revealed that *The Nigerian Observer* published more favourable stories than the *Guardian* newspaper in years 2013 and 2014; this is quiet acceptable considering the fact that *The Nigerian Observer* is a government newspaper which ought to be more committed to the development needs of the society.

Though stories that does not mobilize the public for action in containing the scourge (unfavourable stories); where also presented but the newspapers employed suitable language to present the scourge more; if one looks at the first assumptions of the Agenda Setting theory it states that the press or the media do not reflect reality, they gate keep or shape reality. It therefore goes to show that the media or press has the power to shape the reality of the disease by using appropriate words that encourage the public to take action at contain the scourge.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1. Introduction.

The role of the media in information dissemination is known to be very important in the business of information dissemination. The media is known to have played and are still playing important role in the development of the society or nation. This chapter summarizes the activites performed in the previous chapters and gives the conclusions and recommendations reached as a result of the data gathered.

5.2. Summary.

The result of the findings showed that the two newspapers presented more favourable information on the scourge, as shown in the subject categories clearly stated in the different disease phases, viz: HIV/AIDS awareness and testing; HIV/AIDS Cure; stigmatization of HIV/AIDS persons; HIV/AIDS management; Others to the public.

The way the newspapers presented the scourge in a favourable manner shows that it is communicating development issues in the health sector, giving the public the accurate information on the scourge. In this regard, the public is encouraged to embrace any management method presented, know the advantages and disadvantages of stigmatization as well as learn of any cure available.

The newspapers by the data presented did not give enough priority in terms of prominence to the issue; it failed in the years under study to place the issue on the pages where prominences exist in the newspapers. However, that the issue was reported at all goes to show that the newspapers recognize their role in supply of information for the public to take informed decision.

5.3. Conclusion

The study; Content Analysis of Reportage of HIV/AIDS Scourge by The *Nigerian Observer* and *The Guardian* Newspapers (2012 - 2014); seeks to know the volume; prominence and direction of reportage of the HIV/AIDS scourge by the *The Nigerian Observer* and the *Guardian* newspapers, it is important because, Knowing this will help assess the newspaper role in effectively mobilizing the public to key into the government and non-government initiatives

for the control of the scourge by the way they have reported the disease.

HIV/AIDS is a world health, economic and security challenge and it has caused immense suffering in the world. Since the discovery of the disease managing it has become a great concern to many countries of the world and their leaders including Nigeria. Families, communities, states and nations have been deprived of men and women who would have contributed meaningfully to development. The severity of the HIV/AIDS scourge gave it a place in world development agenda (Millennium Development Goals (MDG). The newspaper a veritable aspect of the media can help in the fight at containing the scourge; by reporting constantly and mobilizing for people's participation in government's initiatives for prevention and control on the HIV/AIDs scourge.

The study objectives is to measure the volume of HIV/AIDS scourge reports; to determine prominence and know the direction of reportage of HIV/AIDS scourge stories in the selected newspapers. The study is anchored on the theses of the Agenda Setting Theory. It argues that in choosing and displaying news, editors, newsroom staff and broadcasters play an important part in shaping political reality. The study which adopted content analysis method was anchored on the Agenda setting theory which states that readers or audience learn not only about a given issue but also how much importance to attach to that issue from the amount of information presented and the position of the issue in the news media, (McQuail 2007).

The populations of the study were the 1,562 editions in the 2012-2014 of the analysis for the two newspapers (*Nigerian Observer* and *The Guardian*) which were selected based on ownership and geographical region they are published. The findings of the study revealed that in the years under review the newspapers reported substantially the HIV/AIDS scourge; which goes

to show that the two newspapers content analyzed reported the issue in the three years of analysis, but failed to give it prominence.

5.4. Recommendations

Based on the data gathered from the field and the conclusions reached it is imperative to make the following recommendations.

1. The newspapers should intensify their reportage on the HIV/AIDS scourge; this suggestion will be beneficial in three ways, more information on the scourge will increase the public knowledge on the scourge. It will help government make informed decision as to how to contain the disease; help the international and national agencies on control measures.

2. The newspapers should give prominence more in their reportage on the HIV/AIDS scourge.

Space in whatever size should be allotted to HIV/AIDS scourge on the weekly health pages of the newspapers where more information on the scourge will be brought to the public knowledge. Just as it is being done in the broadcast media; where a particular programme is aired regularly on the scourge. This recommendation is made because as constantly as the reports of HIV/AIDS are supplied to the people; the more knowledge they acquire to take adequate decisions.

3. The newspapers should be more positive in their reportage on the HIV/AIDS scourge. The more favourable the reportage is the more the newspapers are mobilizing public to action in the fight against the scourge. Where news item on the Scourge are unfavourable, the language should be modified and reframed; editors and reporters should be mindful on the choice of words. Government and media owners should ensure that editors and reporters acquire some technical skill in the reportage of health issues.

5.5 Suggestions for Further Research

One of the assumptions of the Agenda Setting theory is that issues presented by the media are perceived by the public to be more important and prominent. the study could not ascertain the perception of the audience regarding the stories on the scourge. There should also be research in this area to ascertain the public perception of reportage of the scourge.

Also, how do media set the agenda for discussion? The study could not also assess how stories regarding the scourge are selected in the various media, newspaper in particular. Research should be conducted in this regard to ascertain the mode of selection of the stories on the HIV/AIDS

scourge by the editors and reporters.

5.6. Research Contribution to Knowledge

The research work The study; Content Analysis of Reportage of HIV/AIDS Scourge by The *Nigerian Observer* and *The Guardian* Newspapers (2012 - 2014); investigates how two Nigerian newspapers have brought information on HIV/AIDS Scourge to the public. Information is power Edemode and Bello-Imam (2013). Correct and accurate information helps the public make informed decisions Obaze and Ogbiti (2004).

Information at the disposal of the public concerning a serious health challenge as the HIV/AIDS can enable the public collaborate efforts with government and agencies (local and international) in the fight to contain the HIV/AIDS Scourge. As a result of the seriousness of this

disease it gained a place in world development agenda.

The contribution of this research work to knowledge is that; it has been able to establish how two Nigerian newspapers (private and government) have reported the HIV/AIDS Scourge as clearly stated in the categories.

The research revealed that the two newspapers content analyzed reported the scourge in the years under review but failed to give it prominence. It demonstrates that the newspaper did not relegate the issue of HIV/AIDS Scourge even as the 2015 benchmark year of the Millennium Development Goals (MDGS) was drawing near.

Though there other researches on the issue of HIV/AIDS, this research has been able to establish the Volume; Prominence and Direction of HIV/AIDS Scourge reportage by The *Nigerian Observer (government owned)* and *The Guardian (privately owned)* Newspapers.

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APPENDICES

APPENDIX 1: Content Analysis Code Sheet

Content Analysis Code Sheet for *The Nigerian Observer* Newspaper

CATEGORIES	**CODE SHEET FOR *THE OBSERVER NEWSPAPER***						
	PROMINENCE				DIRECTION		
VOLUME	FRONT PAGE	BACK PAGE	INSIDE PAGE	CENTER SPREAD	FAVOURABLE	UN FAVOURABLE	NUETRAL
Awareness							
Stigmatization							
Management							
Cure							
Others							
Total							

Content Analysis Code Sheet FOR *THE GUARDIAN* NEWSPAPER

CATEGORIES	**CODE SHEET FOR *THE GUARDIAN* NEWSPAPER**						
	PROMINENCE				DIRECTION		
VOLUME	FRONT PAGE	BACK PAGE	INSIDE PAGE	CENTER SPREAD	FAVOURABLE	UN FAVOURABLE	NUETRAL
Awareness							
Stigmatization							
Management							

Cure							
Others							
Total							

LEGEND **CODING UNIT**

FP—FRONT PAGE **1**

BP---BACK PAGE **2**

INP—INSIDE PAGE **3**

CS—CENTER SPREAD **4**

FA----FAVIOURABLE **5**

UNF---UNFAVIOURABLE **6**

UN-----NUETRAL **7**

APPENDIX 2: Coded and Not coded months for the two selected newspapers, (*the Nigerian Observer* and *The Guardian* Newspapers).

The Nigerian Observer Newspaper

2012		**2013**		**2014**	
CODED MONTHS	**NOT CODED MONTHS**	**CODED MONTHS**	**NOT CODED MONTHS**	**CODED MONTHS**	**NOT CODED MONTHS**
FEBRUARY	JENUARY	JENUARY	OCTOBER	JENUARY	AUGUST
MARCH	JUNE	FEBRUARY		FEBRUARY	OCTOBER
APRIL	NOVEMBER	MARCH		MARCH	
MAY		APRIL		APRIL	
JULY		MAY		MAY	
AUGUST		JUNE		JUNE	
SEPTEMBER		JULY		JULY	
OCTOBER		AUGUST		SEPTEMBER	
DECEMBER		SEPTEMBER		NOVEMBER	
		NOVEMBER		DECEMBER	
		DECEMBER			

Content Analysis Data from Field Report in 2015

The Guardian Newspaper

2012		2013		2014	
CODED MONTHS	**NOT CODED MONTHS**	**CODED MONTHS**	**NOT CODED MONTHS**	**CODED MONTHS**	**NOT CODED MONTHS**
JENUARY	JUNE	JENUARY	AUGUST	JENUARY	APRIL
FEBRUARY		FEBRUARY		FEBRUARY	
MARCH		MARCH		MARCH	
APRIL		APRIL		MAY	
MAY		MAY		JUNE	
JULY		JUNE		JULY	
AUGUST		JULY		AUGUST	
SEPTEMBER		SEPTEMBER		SEPTEMBER	
OCTOBER		OCTOBER		OCTOBER	
NOVEMBER		NOVEMBER		NOVEMBER	
DECEMBER		DECEMBER		DECEMBER	

Content Analysis Data from Field Report in 2015